

JULY 2008

# The Seascape

Central Coast Chapter of the California Landscape Contractors Association



*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, Chef's 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.

To print out an invitation and/or RSVP for the event, visit [www.clca-cc.org](http://www.clca-cc.org).



California Landscape  
Contractors Association

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## 2008 CLCA Central Coast Chapter Directory

### Immediate Past President

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Open Position

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### CLCA Mission Statement

The California Landscape Contractors Association serves the interests of its members, promotes professionalism, and advances public awareness of the landscape industry.

### CLCA Vision Statement

The California Landscape Contractors Association members will be recognized by the public as the best qualified professionals of the landscape industry.

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



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### Chapter Presidents Council No

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## CLCA Central Coast Chapter Past Presidents

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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  
1979 – George Depesco  
1978 – John Brauns  
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## President's Message

# Things are Popping for the Chapter This Summer!

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



## Beautification Awards

We've made it through half the year and look forward to the grandest event of the year - the annual Beautification Awards on July 19, at the Chaminade Resort & Spa in Santa Cruz, starting at 6 p.m. Invitations have been mailed. If you have not received one or need an extra copy, download it with the RSVP card from our website at [www.clca-cc.org](http://www.clca-cc.org). The cost is \$75 per person or \$65 for four or more people from the same company. Come join us for an evening of fun and see the best of the best in landscaping in our area. Forty-two entries were received, and one hundred people are expected to come celebrate these outstanding entries in landscape construction, maintenance and lighting categories. Special thanks to all entrants who worked so hard preparing their projects for judging. Our judges, who spent two days judging the entries, are Sam Whitney of Samscaping, Inc. (SFBA Chapter), Dave Phelps of Gardens & Gables (North Coast Chapter); and landscape architect Joni Wilson, Inside Out (APLD). The lighting judges who ventured out during the dusk and evening hours are Peter Henck of Samscaping, Inc. and Jim Calhoun of Northern Lights. Everyone has

been asking if Jim Calhoun is related to Jeff Calhoun of FX and, yes, Jim is Jeff's father. We appreciate all of your time and effort!

## Central Coast Chapter Project - New School in Watsonville

On June 18, volunteers from our chapter began installation of a vegetable garden at New School in Watsonville. The garden will be used as a part of the school's culinary summer school course. The students performed most of the work, with the guidance of irrigation and carpentry experts from our chapter. Thanks to project coordinator Nikos Lynch and volunteers Harley Ramirez of Peterson Tractor, Jerry Allison, Leslie Jaquith, Carlos of Pacific Mountain Horticulture and Mike Ruscoe of Ewing Irrigation. Special thanks to Ewing Irrigation who donated irrigation supplies, Central Coast Compost who donated the soil, and Big Creek Lumber who offered a discount for the lumber. The chapter is also planning a design and sustainable landscape for the entire site.

## Smart Gardening Fair

With temperatures in the 100's and smoke and ash looming in the air, the CLCA booth at the Smart Gardening Garden Faire in Scotts Valley turned out to be a hot one! Chris Elliott set up the booth in the morn-

ing with a water conservation theme and Natalain Schwartz finished off the afternoon by handing out a list of our chapter's members to homeowners interested in sustainable landscaping and conserving water. Thanks for braving the heat!

I hope to see all of you in a couple of weeks at the Beautification Awards in Santa Cruz. It should be quite a show!

## Central Home Supply Comes to Scotts Valley

Central Home Supply announces the opening of their new location at 180 El Pueblo Road in July 2008. They will carry mostly the same inventory as the Santa Cruz location with the addition of some new and innovative products.

Look for the water-saving, xeriscape section, renewable/sustainable materials, and recycling area. There will be a conference room with a plan table available for contractor/client meetings as well as media support for your job portfolios. Watch for the Grand Opening Celebration coming soon!

## Directions

This site is halfway between Mount Hermon and Granite Creek one block from Scotts Valley Drive toward Highway 17. Access for large vehicles and trailers will be easy and efficient with no traffic congestion hassles. Conveniently close by you'll find Scarborough Lumber and Scarborough Gardens, Scotts Valley Sprinkler and Pipe and Scotts Valley Rockery.

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## Pacific Ground Cover and Nursery Opens its Doors for Chapter BBQ Dinner in May

By Tish O'Reilly, Pacific Ground Cover and Nursery

If you haven't been to a CLCA dinner meeting in a while, let me tell you about our May meeting. **Pacific Ground Cover and Nursery** and **Ewing Irrigation** put on a fabulous barbeque and nursery tour. Ewing Irrigation's deliciously professional barbeque set up impressed us all. Thirty-five people showed up after a long day at work to eat drink and schmooze their businesses. One of the evening's attractions was the low voltage lighting system provided by **Unique Lighting**, and installed by **Goya Lighting**. If I do say so myself, the nursery looked spectacular with its up-lit greenhouse and down-lit arbor highlighting the potted Japanese Maple display and specialty lighting of the oak trees. It's good to see a fine product by a new supplier. In addition it was good to see Polly and Bob from the **Pottery Planet**. I know we've all appreciated their quality selection of imaginative pots. The star guest of the evening was **Kay Estey of the San Francisco Flower and Garden Show**. She was touring the local nurseries and spreading the word that next year's flower and garden show will move to the San Mateo Event Center.

The dinner was a fabulous way for

Pacific Ground Cover and Nursery to celebrate the beginning of its third year in business. For all of the contractors who showed up a special card/coupon was handed out highlighting the nursery's brokering services. For those of you who didn't make the event, stop by the nursery to check out this special offer. One of the benefits of CLCA dinner meetings is the ability to interface with suppliers, and contractors alike; each type of business interacting, supporting and learning with each other. One of the advantages of CLCA membership is the professionalism and encouragement of our working community within the trade.

Thanks everyone for stopping by Pacific Ground Cover and Nursery. We appreciate your business.

*At right: Polly Joseph and Bob Goode from Pottery Planet.*

*The Central Coast chapter meeting in May provided a real respite from the everyday business concerns as well as an opportunity to network with fellow members and check out associate member products.*

*Above left: Kay Estey from San Francisco Flower and Gardens Show and Donna from Prime Landscape discuss the show over tri-tip.*

*Below: Barbara Olsen, Pacific Ground Cover and Nursery, and Polly Joseph and Bob Goode, Pottery Planet*





At left: Dennis Rabe (right) from Graniterock and Eric Carlson from Valley Crest and his wife, Amanda.

Below: Tom Reily and his foreman.

Bottom right: Tish O'Reily, Mimi Scoppetone, Kay Estey, and Donna Gallagher.

## And from another perspective...

by Nikos Lynch

Everyone had a great time at the BBQ held at **Pacific Ground Cover and Nursery** in May. Tish O'Reily, pulled out all the stops and considered all the details including hors d'oeuvres and cheesecake. **Ewing Irrigation** barbecued Tritip on their mobile BBQ kitchen. They have a trailer dedicated to BBQ. My priority also. The facility looked fabulous and lush with so many striking varieties of plants too numerous to count. We saw different size options including flats, 4" pots, and 1 gallon groundcovers. There are also many 5 and 15 gallons shrubs and trees available. Tish says many of the plants are selected to assist in drought, deer resistance, and soil retention measures. There was a raffle that included safety items, an American flag (to recognize Memorial Day), a Ginkgo tree, and groundcover flats. My personal garden

is now sporting *Viola hederacea* and looks lovely. We had many in attendance with high spirits and lots of laughter. This meeting provided a real respite from the everyday business concerns.



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## New School Garden Gives Students Up-Close Look at Agriculture

By ERIC ANDERSON, register-pajaronian.com. Posted June 19, 2008

When New School's campus opened about a year ago on Harkins Slough Road, it did so with only minimal landscaping.

Now students and staff at the alternative high school, which serves students who have not succeeded in other high schools, are taking it upon themselves to beautify the campus with a new garden that lies just feet from classrooms.

Students broke ground on the project Wednesday, June 18, digging a trench for a water line and working on constructing raised beds for the garden. Along the way, instructors hope to give students lessons in gardening, composting and landscape contracting.

"That's what we hope to do, plant the seed of interest," said Watsonville High teacher Thea Luiten, who is part of the summer school team helping New School establish the life lab learning, compost and garden area for the students. "To me this is very exciting."

Luiten, who shares gardening instruction work with Lori Mullen, owner of martial arts studio Black Tiger Academy, said students likely would grow tomatoes, flowers, lettuce, carrots, onions, beans and

chili peppers.

New School principal Don Eggleston said the garden would be created using the principle of permaculture, in which food is produced using little work or energy.

"He had a great vision," Luiten said of Eggleston. "Lori and I are very excited. It's a great opportunity for the kids."

Donations, as well as a \$2,500 grant, have helped cut the project's cost significantly. Big Creek Lumber and Orchard Supply Hardware both gave discounts to the school, while Central Coast Compost provided free compost. **Ewing Irrigation** has also helped with the project.

Meanwhile, the **California Landscape Contractors Association's Central Coast chapter** is providing professional help and working hands-on with the students.

**Nikos Lynch**, the chapter's education coordinator, who Wednesday afternoon was showing a group of students how to construct the raised beds, said the garden was a community service project for the CLCA.

Eggleston, who co-founded the school in 1994 "as a response to gang violence between rival groups of Mexican-American youth," said almost all of his students'

ancestries can be traced back to rural Mexico, but most no longer have the connection with the land felt by their grandparents.

"We're trying to make the connection that food doesn't come from the grocery store," Eggleston said. "We're trying to make the connection that good food comes from dirt."

(Published in 6/19/08 edition)

### Chapter Project Update

By Nikos Lynch

Our work day at the New School on June 18, went very well, but we need another work day to complete the bins and reset the hosebibs. We are planning to return to finish these tasks on Thursday, June 26.

Thank you to all the giving souls who showed up for our first workday:

- Harley Ramirez, Peterson Tractor
- Jerry Allison, Jerry Allison Landscaping
- Leslie Jaquith, Deva Gardens
- Carlos, Pacific Mountain Horticulture
- Mike Ruscoe, Ewing Irrigation

The students are very enthusiastic about doing the work, but need much guidance. Thank you all for your time and donations.

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### Welcome New Members

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

- Liz Ryan  
Liz Ryan Designs  
Santa Cruz  
(831) 295-0490

**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](mailto:jsb@beardassociates.com).



# Smart Gardening Garden Faire is Hot, Hot, Hot!

By Natalain Schwartz

Earth-friendly gardening methods of all types were demonstrated Saturday, June 21, at the Monterey Bay Master Gardeners' Smart Gardening Garden Faire at Skypark in Scotts Valley. The Central Coast Chapter joined in the festivities, setting up a booth and distributing information on water saving landscaping, sustainable gardening and a listing of members versed in these disciplines.

Smart Gardening is a hot topic these days, so it was probably apropos that it was close to 100 degrees when I arrived at the faire. Chris Elliott seemed ready to be relieved of his Saturday morning stint of setting up and manning the CLCA booth. He and his pup "Dog" were happy to go home and cool off.

It seemed to me that attendance was down from last year, but that was probably due to the heat and horrendous fires in the

community the day before. Though I must say, all the vendors seemed upbeat. The booths had incredible plant material, displays, literature and information to distribute.

We had many visitors to our CLCA booth. There were homeowners, do-it-yourselfers with questions, business people looking for contractor recommendations and a large group of people who just wanted to know, "what the heck is CLCA?" I had a great time talking with all who stopped by. Most left with our contractor and associate member list in hand.

Later in the afternoon a huge black cloud came in from the coast blocking out the sun, giving us some relief from the heat and even a few sprinkles. That was so welcome until the lightning started and the



Natalain Schwartz at the Smart Gardening Garden Fair.

discussion of more fires began.

The afternoon ended for me when Chris Elliott and "Dog" came to pack up and I went home knowing that many more folks are aware of CLCA, the professionalism of our members and what we do in the community.

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## Board Minutes

Reported by Jessica Petrini

### June 3, 2008

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

#### Roll Call

In attendance were Kelly Shaeffer, Tish O'Reilly, Jessica Petrini, Laurie Reily, Natalain Schwartz, Steve McDonald, Dennis Rabe, Nikos Lynch, Mike Ruscoe, Jerry Allison, Leslie Jaquith, and guest Harley Ramirez of Peterson Tractor.

#### May Meeting Recap

Tish reported results from the May dinner meeting at Pacific Ground Cover & Nursery. Ewing Irrigation put on a great BBQ dinner, Unique Lighting illuminated the greenhouses on site and the event was well attended. Tish and those on the board who also attended, liked the idea of having supplier's host dinner meetings when

possible. The board agreed to try such a set up at future dinner meetings.

#### Beautification Awards

Dennis talked about the Beautification Awards judging. He suggested that for next year some of the dollar ranges for the install categories be re-evaluated. The board agreed.

Tish, Natalain and Leslie discussed details for the awards ceremony at the Chaminade Spa and Resort in Santa Cruz. Ewing Irrigation will provide invitations to the event. Kelly provided a rough draft of the invitations. The board discussed, reviewed and approved an invitation to be sent to Ewing for print. Chris Elliott will coordinate plaques for award recipients. Jerry discussed details of what he will be presenting the media with as far as advertisement of the upcoming winners of the awards program. Dennis suggested having a poster sized ad for the awards banquet with photos to display in associate member stores. Natalain will coordinate RSVP's to the event.

#### Chapter Project

Nikos reported on his efforts with New School in Watsonville for a two day community service project. The dates planned are June 18th and 19th. Details were discussed and the application form for future chapter projects is now available on the CLCA-CC website.

#### Calendar of Events

The board reviewed the remainder of 2008's events. Future dinner meeting topics were discussed. There will be no dinner meetings in July (due to awards banquet) or August. The September dinner meeting is being work on - details to be announced soon. The October meeting will be another landscape supplier/contractor/designer mixer as they have become very popular and offer great networking opportunities. The holiday party will be a kick off to the New Year brunch in January 2009.

The meeting was adjourned at 8:15 pm.

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## Treasurer's Report

by Laurie Reily, Treasurer

May 2008

<b>Opening Checking Balance:</b>	<b>\$30,056.07</b>
<b>Income:</b>	<b>\$997.50</b>
Dinner Meeting	\$710.00
Newsletter advertising	\$287.50
<b>Disbursements:</b>	<b>\$7,265.22</b>
Board Meeting	\$190.90
Dinner Meeting	\$247.08
Other Pub/Banner	\$5,218.86
Website Maintenance	\$375.00
Office	\$32.00
Awards	\$701.38
Donations/Sponsorship	\$500.00
<b>Ending Checking Balance:</b>	<b>\$23,788.35</b>

## CLCA Trophy Awards Program

CLCA will hold their annual convention at the Waikoloa Beach Resort & Spa in Kona, Hawaii, November 19-22, 2008. One of the high points of the meeting will be the 2008 Trophy Awards Ceremony held on November 21.

Publicity resulting from news coverage of the Trophy Awards contributes to the positive image of CLCA and the industry. It also enhances the prestige and profits of participating members.

Any chapter Beautification Award winner is encouraged to enter that project into the state Trophy Awards.

To enter, download an entry form at [www.clca.us/trophyawards](http://www.clca.us/trophyawards). Fill out a separate entry form for each entry and return the form, along with the required entry fee of \$150 per entry (due July 18), digital images and plans and/or photographs (if required) to: CLCA Trophy Awards, 1491 River Park Dr., Sacramento, CA 95815-4501  
Contact Kym Dreher at (800) 448-2522 x17 or [kymdreher@clca.org](mailto:kymdreher@clca.org)

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**The New Battleground:****Immigration in the States - The Outlook for Business**

From Larry Rohlfs, Assistant Executive Director, California Landscape Contractors Association

ImmigrationWorks USA, a national organization advancing immigration reform, has released a new report analyzing how state legislatures across the country are dealing with immigration.

The new report, *The New Battleground: Immigration in the States - The Outlook for Business*, offers a detailed account of the state immigration legislation passed this

year and discusses the consequences for employers, immigrants and the US economy.

In the wake of Congress's failure to pass comprehensive immigration reform, state authorities have rushed to fill the vacuum. Arizona and Oklahoma set the pace in 2007 with two of the nation's harshest enforcement bills. State lawmakers across

the country campaigned on a promise to pick up where Arizona and Oklahoma left off. And in this winter's legislative sessions, measures targeting businesses that employ immigrant workers were introduced in virtually every state.

But contrary to expectations, this year has not produced a new crop of draconian state measures. Only one state, Mississippi, ended up following in the footsteps of Arizona and Oklahoma. In Arizona itself, the legislature worked with business groups to temper last year's tough employer sanction law. Only three other states passed immigration statutes that affect business. And in state after state, employer coalitions worked with pragmatists in the state house to find an alternative to harsh legislation like that in Arizona and Oklahoma that would damage the economy and social fabric of the state.

"Following Congress's failure, the debate has shifted to the states," says Tamar Jacoby, president of ImmigrationWorks USA. "But the good news is that this year, unlike last, it is in fact a debate. Advocates of harsh, attrition policies are no longer the only voices heard. And in more and more places, business groups are working with pragmatists to find a solution that works for the state - that cracks down on bad-actor employers who deliberately hire and exploit illegal workers while sparing the rest of the economy."

For the full report, see [http://immigrationworksusa.org/uploaded/file/IW\\_SpringReport\\_08.pdf](http://immigrationworksusa.org/uploaded/file/IW_SpringReport_08.pdf).

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**Save the Date! Nov. 19-22**

### CLCA Annual Convention

Kona, Hawaii: Waikoloa Beach Resort & Spa. For hotel reservations, call (800) 922-5533. Event info call CLCA at (800) 448-2522 or [www.clca.org](http://www.clca.org).

# Out and About with Kelly...

Central Coast Chapter President Kelly Shaeffer attended the San Francisco Bay Area Chapter Awards Program on June 14.

At left: Kelly with Sharon McGuire, CLCA State Executive Director

Below: Kelly flanked by Peter Henck and Sam Whitney of Samscaping, Inc. Peter served as a lighting judge and Sam as a landscape judge for the Central Coast awards.



## Don't miss the Central Coast Awards!

Make plans now to join us on  
**July 19, 2008 at 6:00 p.m.**

at Chaminade Resort & Spa in Santa Cruz  
for the Central Coast Chapter Awards Program.  
See page 1 for details or visit [www.clca-cc.org](http://www.clca-cc.org).

## Look What's New Online at [www.CLCA.org](http://www.CLCA.org)

The CLCA internet committee and CLCA staff are working hard to make the CLCA website one of the best tools available to our members. Check out these features.

### Bid Request Program

Do you want pre-qualified bid requests emailed to you? Are you a specialist in small jobs who is tired of getting phone calls about multi-million dollar projects? Or is there a different type of client you want to attract? CLCA has expanded its popular Find My Contractor search to include Job Bid Requests.

When the service is open to the public on May 1, consumers will go in and spec out their desired job. Much like a computer dating service, our enhanced system will then match up consumers with qualified contractors. Everyone benefits: Consumers can easily find the contractors that match their needs, while contractors get a

reduced number of calls about services they don't offer.

*Membership>>Update Member*

*Information>>Bid Request Program*

### Contractor Search Tweaked

CLCA will reward members who participate by enhancing their ranking on the "Find My Contractor" consumer search tool. Rankings will be audited, and members with listings determined to be less than accurate will be banned from the service.

*Membership>>Update Member*

*Information>>Participation Points*

### Contractor Forums

Did you know the CLCA web site has a members' forums link where you can discuss topics related to our industry? Here is a quick look at the forums currently available when you log on to [www.clca.org](http://www.clca.org).

- Ask your colleagues: Do you have a vexing green industry question? This is the place to find an answer.
- Finding workers: The CLCA has gathered information to help its members find legal workers from many sources.
- For Sale/Special Offers: Equipment and other items for sale.
- What's your beef?: A forum where members can share their thoughts.
- Unlicensed Operator Task Force: How is your business affected by Unlicensed Operators? What do you think should be done to help curb the illegal activities of unlicensed operators?
- Website comments: Where do I find this? How do I do that? Ask away or post comments about what you like, dislike or think could be improved.



# Educational Opportunities

## Irrigation Efficiency Workshops for Landscape Professionals

Now is the time to tune up your irrigation skills during the peak watering season by joining the City of Santa Cruz Water Department and Bob Costa for two FREE landscape irrigation workshops.

- What:** Irrigation Efficiency Workshops for Landscape Professionals
- Who:** Instructor Bob Costa, owner of Pacific Water Management, Water Management consultant to the Landscape and Golf Course Industry
- Where:** Harvey West Park Clubhouse  
326 Evergreen Street  
Santa Cruz, CA 95060
- When:** Thursday July 17, 2008 - Irrigation System Management
- Thursday July 31, 2008 - Irrigation System Scheduling

**Time:** 8:00 a.m. to 11:30 a.m.

**Cost:** FREE! But seating is limited. Call the Water Conservation Office at (831) 420-5234 to reserve your space now.

The first workshop will identify the many factors that affect the efficiency of an irrigation system, and will include a practical discussion on how to identify and solve irrigation design, maintenance and installations problems that contribute to poor efficiency. In addition participants will learn the skills necessary to effectively manage an irrigation system, including scheduling concepts and methods.

The second workshop will cover the various components of an irrigation schedule, and review the step by step process required to determine a plants water requirement, and create weather based irrigation schedules. Attendees will also be exposed to weather based scheduling technology and review

irrigation controller programming.

With central California facing a second year of below normal rainfall, and the Governor recently declaring the entire state of California to be in a drought, it's especially important that local water supplies be used efficiently and effectively. Please plan to attend these workshops.

## Online Seminars Focus on Design Ideas and Presentation

Many landscape designers are frustrated with trying to give their designs a professional edge. Other designers struggle with choosing plant combinations that really work well together. Still others have trouble communicating design concepts.

Do any of these challenges sound familiar to you? If so, join Landscape Designer, and DynaSCAPE Software Product Specialist, Len Hordyk for a series of free, informative online seminars where Len will teach a best practice approach to overcoming these challenges. The series will last three weeks, covering three separate topics, with each session lasting

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- Planting Design Principles – Learn simple guidelines to creating planting designs by using principles that help you choose focal points and companion plants.
- Selling Your Ideas - A proven, step by step process for communicating the design concepts to your clients

Register today for any of these free online seminars at [www.dynascope.com/learn](http://www.dynascope.com/learn). Or call 1.800.710.1900 ext 230.

### Water Management Certification Test

CLCA's Water Management Certification Program is designed to train water managers to provide customers with good to excellent landscape appearance using the right amount of water based on plant needs. For more information, visit <http://www.clca.us/water/index.html>

# Drought... Obstacle or Opportunity

By Warren Gorowitz, Ewing Irrigation

Recently, the Governor of California proclaimed that we are in a statewide drought. Many people will read this and think the world is coming to an end, and it's time to pack up and move out of California. Well, in case you haven't noticed, we're experiencing some pretty serious water issues all over the country -- not just in California.

As Mr. Dave Penry, past state CLCA President, said "We have a choice... we can have a seat at the table, or be on the menu for lunch! We can be part of the solution and not part of the problem!"

In past articles, I have talked about the rebate opportunities available for retrofitting irrigation systems with new water conserving products, such as smart controllers and high efficiency sprinklers. I fought hard for the changes to the rebate program so that the C-27 contractor could actually get the rebate directly when they install the appropriate products and fill out

a rather simple application for their customer. This now includes residential as well as commercial properties.

CLCA is perfectly positioned to be the leader in promoting water conservation. Its Water Management Certification Program is a great way to prove to people that we can save water if we schedule our irrigation properly and make sure we have a good working system. Rebate programs offer contractors and homeowners incentives to retrofit existing systems.

So, this declaration that we're in a state of drought, which hasn't been declared statewide since 1991, is a "call to action" for our industry. Water conservation is not a fad, it's a way of life.

This drought is an opportunity, not an obstacle, for our industry. July is Smart Irrigation Month and I challenge you to look at your business and make the change to promoting water conservation and see the opportunities that follow!



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Open Position

### Vice President

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### Awards Banquet

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(916) 830-2780 • (800) 448-2522  
(916) 830-2788 Fax  
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.



## 2008 CLCA State Executive Board

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### Director of Chapter Services

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Jon Robert Alsdorf (559) 276-1726

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Frank Niccoli (650) 592-9440

### Chapter Presidents Council So

Chuck Carr (818) 832-0176

### Chapter Presidents Council No

Ted Sandrowski (530) 345-6101

### Associate Member Director

Barry Elder, Jr. (559) 906-9532

## CLCA Central Coast Chapter Past Presidents

2008 - Kelly Shaeffer  
2007 - Kelly Shaeffer  
2006 - Nikos Lynch  
2005 - Nikos Lynch  
2004 - Tom Reily  
2003 - Tom Reily  
2002 - Peter Gluhaich  
2001 - Peter Gluhaich  
2000 - Steve McDonald, CLT-C  
1999 - Steve McDonald, CLT-C  
1998 - Christopher Elliott, CLT  
1997 - Christopher Elliott, CLT  
1996 - Paul Iwanaga  
1995 - Paul Iwanaga  
1994 - Jerry Allison  
1993 - Jerry Allison  
1992 - Patty Dunks  
1991 - Patty Dunks  
1990 - Brian Bisnett  
1989 - Brian Bisnett  
1988 - John Battaglia  
1987 - Irving K. Tamura  
1986 - John David, CLT  
1985 - John David, CLT  
1984 - James Mendleski  
1983 - Roy Pina  
1982 - Craig E. Rogers  
1981 - Ron Mendleski  
1980 - Ron Mendleski  
1979 - George Depesco  
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## Calendar of Events

**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.

**July 17**, 8:00 a.m. Irrigation System Management Seminar. Harvey West Park Clubhouse, Santa Cruz. Call the Water Conservation Office at (831) 420-5234.

**July 19**, Chapter Beautification Awards, Chaminade Resort & Spa, Santa Cruz. See p. 1.

**July 31**, 8:00 a.m. Irrigation System Scheduling Seminar. Harvey West Park Clubhouse, Santa Cruz. Call the Water Conservation Office at (831) 420-5234.

**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 4**, CLT test, Buckeye Ranch, Petaluma. For information, visit www.clca.org or call (800) 448-2522.

**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. 1:15 p.m. shotgun start. Nanci Wilbourn at (408) 297-7422.

**October**, Chapter dinner meeting. Supplier/Contractor/Designer forum. Details TBA.

**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.

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



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