

AUGUST 2008

The Seascape

Central Coast Chapter of the California Landscape Contractors Association



September 10:

12th Annual Liar's Cup Golf Championship

Join us for the 12th Annual Central Coast Chapter Liar's Cup Golf Championship on Wednesday, September 10, at San Juan Oaks Golf Course. The fun begins with check in at 11:00 a.m. and a 12:30 p.m. tee off. The \$125 fee includes green fees, box lunch, and a sit down dinner, plus a bag

full of goodies. Hole sponsorships are available. The event is open to everyone, especially those interested in joining CLCA.

See insert in this issue for more information and a sign up form.



California Landscape
Contractors Association

September 23 Meeting:

How You Can Help the CSLB Combat Unlicensed Operators

Lorie Kinder with the California State License Board will give a presentation to our chapter on September 23, the 4th Tuesday of September. The purpose is to discuss how our chapter and the CSLB can work together on issues such as unlicensed operators. This should be an interesting and encouraging meeting for anyone who has ever been affected by this problem.

Where Green Valley Grill, 40 Penny Lane, Watsonville • 831-728-0644.

When Tuesday, September 23
5:30-6:00 pm-Cocktails/Appetizers • 6:00 pm-Dinner
7:00 pm-Presentation

Menu Buffet banquet including:
•Wild mushroom and Balsamic Chicken Breast
•Wood-grilled Honey-lime Salmon filet
•Roasted peppercorn Tri-tip
All side dishes and dessert included.

Cost \$35.00 per person.

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

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2008 CLCA Central Coast Chapter Directory

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President-Elect

Open Position

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Awards Banquet

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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.



2008 CLCA State Executive Board

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Director of Education

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Director of Membership

Tom Delany (559) 453-1670

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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
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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
1978 – John Brauns
1977 – J. Chris McIntyre
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1975 – Don Ross
1974 – Ray Sumida
1973 – Henry Yaminishi

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President's Message

What a fabulous night!

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



The Central Coast Chapter 23rd Annual Beautification Awards at the Chaminade Resort & Spa on July 19th was a hit. Awards were given to the best landscapes before a full house of 116 attendees. For a full list of winners, see the color insert.

Representatives from several CLCA chapters were present including: Heath Bedal, State President-Elect from Sacramento; Tim Pflueger, President of the Northern San Joaquin Valley Chapter; Dave Phelps from the North Coast Chapter; and Sam Whitney and several others from the San Francisco Bay Area Chapter.

Guests mingled in the beautiful Santa Cruz night air on the balcony overlooking the Monterey Bay while sipping cocktails and enjoying appetizers. The party moved inside where a dinner of mahi mahi, pork chops or stuffed chicken breast was served. A delicious dessert was presented and then the program began with a president's welcome. Natalain Schwartz then gave away door prizes donated by local businesses. Thanks to all the businesses who supported our awards night.

- Seascape Golf Course – Round of golf for two (\$180)
- Monet Salon & Spa – Aveda Basket (\$200)
- Aflaro Family Vineyards - Wine tasting

- for eight (\$180)
- Chaminade Resort & Spa - Brunch for two (\$70)
- Wild Horse Designs - Bag of Xocai Healthy Chocolate (\$40)
- Scotts Valley Landscape Center – Bottle of Wine (\$30)
- Jerry Allison Landscaping – Reynold's Family Cabernet (\$40)
- Peachwoods Steakhouse – 2 for 1 Brunch (\$25)
- Pottery Planet – Gift Certificate (\$40)
- LCIS – Gift Basket (\$75)
- Sestris Restaurant – Gift Certificate (\$50)
- Green Valley Grill – Gift Certificate (\$40)
- CLCA Central Coast Chapter – Gift Basket (\$150)

Following the giveaways, Dennis Rabe of GraniteRock described the awards program and introduced the judges. Thanks again to our judges...Sam Whitney of Samscaping, Dave Phelps of Gardens and Gables, Joni Wilson of Inside Out as well as to our lighting judges Peter Henck of Samscaping and Jim Calhoun of Northern Lights. Special thanks go to Jeanette Smith of Wild Horse Designs who volunteered an entire day to photograph your projects.

Barry Elder of Ewing Irrigation, our Master of Ceremonies, began the awards program with a slideshow that highlighted

the best features of each project. Coastal Evergreen swooped up the most awards with five, followed by Christiansen Associates Gardens & Design with four awards. The Residential Estate Installation Sweepstakes Award went to Blue Spruce Landscaping.

Thanks again to all who participated in the awards program, those who attended and to the committee that helped make the evening a success! This year's committee included: Dennis Rabe, Barry Elder, Natalain Schwartz, Tish O'Reilly, Chris Elliott, Leslie Jaquith and Kelly Shaeffer. Thanks to Laurie Reily and Diane Turner for assisting with RSVPs and greeting our guests as they arrived. Great job everyone!

Hi Kelly,
I wanted to thank you for such a great time at your awards banquet. You guys put me up in a fantastic room... and the champagne and strawberries were a real treat! Your awards program was wonderful. Very Nice!!! The custom bottle of wine was impressive and much appreciated as well. I had a great time, and it was fun to see all the pictures of the sites, see the other judges again, and meet new folks in your chapter, as well as old friends I've known from State events. Thanks SO much for everything. It was a pleasure to judge the event in every way.

Dave Phelps, ASLA
CLCA North Coast Chapter
Principal, Landscape Architect
Certified Arborist, CLT
Gardens & Gable

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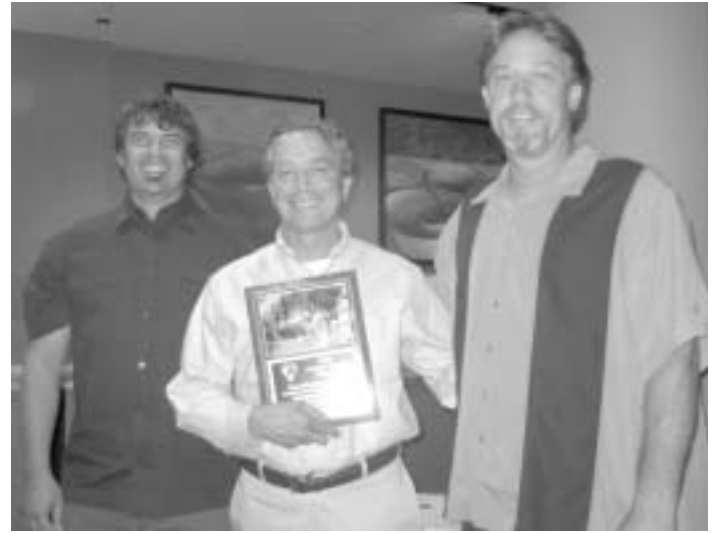
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Central Coast Chapter Awards Night a Stunning Success



Above: Kelly Shaeffer presents award to representatives from Gachina Landscape Management.

Below: John David of Prime Landscape receives award from Alfonso of Aqua-Green



Above right: Ramon Ayers of Ayers Landscaping receives award from Tish O'Reilly, Pacific Ground Cover and Nursery.

Above: Frank Halstead of Delta Bluegrass presents award to Michael McDowell and Nikos Lynch of Terra Bella Landscaping.



At right: Mike Ruscoe presents award to John Singley of Blue Spruce Landscaping.

At left: Steve McDonald receives a lighting award from Jeff Calhoun of FX Luminaire.



At right: Robert Monjes of Coastal Evergreen receives water features award from Kirk Samis of Pondsaway.



Top left: John David and Company receive award from Kirk Samis of Pondsaway.

Top middle: Terry Mahlman of LCIS presents award to Sweepstakes Maintenance winner Susan McDonald-Brody.

Top right: Kelly Shaeffer presents an award to Mike Hertzler, Modern Landscaping Inc.

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*Top left: Julie Orr and Barbara Olsen.
Top middle: Karen and Kurt Christiansen.
Top right: David and Natalain Schwartz.
Bottom left: Joy Souza-Albright and guest.
Bottom right: Natalain Schwartz presenting a gift to a lucky winner.*



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They might act like me.

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October 28 Dinner Meeting:

Contractor/Designer Mixer

The Central Coast chapter will again team up with the Landscape Designer's Guild of Santa Cruz for a Landscape Contractor/Designer Mixer on October 28, at Peachwood Steakhouse, Hwy 17 at Pasatiempo Dr., Santa Cruz (831) 426-6333.

Contractors and designers can meet, network, exchange business cards and ideas. Similar to our November 2007 meeting, the event will be run with a speed-networking format where you have 5-6 minutes of one on one time with each contractor/designer before moving on to the next person. This is meant to be a social mixer and not a portfolio exchange as this 5 minute per encounter format does not allow enough time to share work.

Suppliers are welcome to observe the format and take advantage of the no host time to socialize and give out cards.

Dinner will consist of a seated dinner. This event was well attended in the fall, so make your reservations early.

When: Tuesday, October 28, 2008
Subject: Contractor/Designer Mixer
Where: Peachwood Steakhouse
 Hwy 17 at Pasatiempo Dr.
 Santa Cruz
 (831) 426-6333

Time: No host cocktails: 5:30 PM
 Dinner 6:00 PM
 Mixer 7:00 PM

Cost: \$40.00

RSVP: Natalain Schwartz (831) 763-2002
 Natalain@aol.com. Please give entree choice when reserving dinner.

Menu:

- Dinner includes: Walla Walla onion soup, fresh baked bread, mixed green salad and house dressing, dessert, coffee and tea.
- Dinner choices: Fresh Grilled Salmon, Kansas City Strip Steak, BBQ Ribs, Chicken Cordon Bleu, Vegetarian Pasta.

Special Thank You

The Central Coast Chapter sends out a special thank you to **Harley Ramirez of Peterson Tractor**

for sponsoring the hors d'oeuvres at the reception for the recent Beautification Awards Program. Your support is greatly appreciated!

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Board Minutes

Reported by Jessica Petrini

July 1, 2008

Meeting was called to order at 6:00 pm.

Roll Call

In attendance were Kelly Shaeffer, Tish O'Reilly, Dennis Rabe, Nikos Lynch, Laurie Reily, Jerry Allison, Jessica Petrini, Harley Ramirez, and Natalain Schwartz.

Awards Event

The board reviewed the programs for the Beautification Awards Banquet and finalized last minute details for the event. Jerry said he would contact Santa Cruz Magazine about the event for possible publicity for the award winners.

Smart Gardening Fair

The CLCA booth at the Scotts Valley Smart Gardening Faire was discussed. Chris Elliott and Natalain Schwartz manned the

booth. Natalain reported that there was a lot of interest among homeowners about our organization.

Upcoming Meetings

The September dinner meeting is going to be Sept. 23, at the Green Valley Grill in Watsonville. The speaker will be from the California State Licensing Board and will discuss the services that they can offer landscape contractors especially when competing with unlicensed operators.

It was suggested that for future dinner meetings we have a more casual setting such as a supplier's place of business. It was suggested that this might make potential C27 members more inclined to attend.

Community Project

Nikos discussed the community service project he organized at the New School in Watsonville. Nikos of Terra Bella Landscape, Jerry Allison of Jerry Allison Landscape and Harley Ramirez of Peterson Tractor provided time and labor for the project, among others. The project involved building and installing vegetable garden

boxes and installing irrigation. The service performed was greatly appreciated by all of the New School faculty and students.

Chapter LEAF Scholarship

It was announced by Kelly that the annual CLCA Central Coast Chapter Leaf Scholarship Award went to student Greg Meyer of Cabrillo College.

State Report

Kelly talked about the new format for member listings on the CLCA website. Members must fill out an updated info sheet and will be listed on the website by their participation in their chapters.

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>




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Treasurer's Report

by Laurie Reily, Treasurer

June 2008

Opening Checking Balance:	\$23,788.35
Income:	\$5,712.50
Newsletter advertising	\$92.50
Award Entries	\$5,470.00
Awards Dinner	\$150.00
Disbursements:	\$1,662.63
Board Meeting	\$251.24
Dinner Meeting	\$295.81
Treasury	\$207.00
Awards	\$96.98
Judging Expense	\$811.60
Ending Checking Balance:	\$27,838.22



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The fall semester at Monterey Peninsula College begins on August 25. For more information on enrollment, call the Admission Office at (831) 646-4002. For more information on the Ornamental Horticulture Department, contact Cathy Haas (831) 646-4123.

- **ORNH51:** Introduction to Ornamental Horticulture 1 - Tuesdays 6:30-9:30 p.m.
- **ORNH61:** Plant Identification: Shrubs, Vines, Ground Covers - Mondays 6:30-9:30 p.m.
- **ORNH63:** Plant Propagation - Wednesdays 6:30-9:30 p.m.
- **ORNH66:** Intermediate Landscape Design - Mondays 6:30-9:30 p.m.
- **ORNH78:** Insect Pest Management - Thursdays 6:30-9:30 p.m.
- **ORNH210.1** Current Topics: Wedding Floral Design - Saturdays 9 a.m. - 1:15 p.m.
- **ORNH210.2:** Current Topics: Attracting Beneficial Birds and Bugs to Your Garden - Saturdays 9 a.m. - 1:15 p.m.

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Above: New School students did the majority of the manual labor involved in installing the raised planter beds with the guidance of CLCA members.

At right: Jerry Allison (far right) provided specialty tools and his time to help cut the lumber for the raised beds.

New School Garden Update

By Nikos Lynch

I am pleased to announce the successful completion of the project at New School in Watsonville. The raised bed planters that our chapter members helped install are now filled with vegetable seedlings. The enthusiasm has proven contagious as the staff at the school is now planting a rose garden. We know the school will enjoy our efforts for years to come.

There were several CLCA contributors to this project including:

- Leslie Jaquith from Deva Gardens who helped with fitting together the irrigation pipe
- Harley Ramirez with Peterson Tractor who donated the use of a skid steer tractor and operated it
- Jerry Allison with Jerry Allison Landscape who provided specialty tools to cut lumber and made all the difficult miter cuts
- Mike Ruscoe with Ewing Irrigation who donated all the pipe
- Carlos with Pacific Mountain Horticulture who coordinated all the trenching efforts.

- Graniterock in Watsonville donated the walk-on bark that was placed around the planters



Thank you to all our members and suppliers who helped with this project. It was very rewarding to see how enthusiastic the kids were about building and planting these raised beds. I'm sure this hands on experience will make the harvest that much more meaningful to the students.

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A Special Thank-you from New School

As the principal of New School, a small continuation-type high school in northern California, I am writing to thank you for your association's help.

The Central Coast Chapter, led by Nikos Lynch, recently completed a "pro bono" gardening project at our school. On two workdays, they installed four raised beds and modified the existing sprinkler system to facilitate easy access to irrigation.

Our summer school staff and students have now completed planting, and we are on the way to producing our own vegetables and flowers. This project has given us the essential missing connection between the environment and personal health, and our staff and students are very excited about actually DOING something, rather than just reading about it. Our ultimate goal is for students to understand that good food does not really come from the grocery store, it comes from dirt.

All of this would not have been possible without the skilled and experienced direction from your members. For that, we thank you and the California Landscape Contractor's Association.

Sincerely,
Don Eggleston, Principal Teacher



CLT Test Set for October 4

The next full Certified Landscape Technician test will be held on October 4, at Buckeye Ranch in Petaluma. The last day to register is September 5.

Applications are available online at www.clca.org/clca/education/certification.php, or contact the state office at hq@clca.org or (800) 448-2522.

Certification is an international testing program consisting of both written and field problems. To become a Certified Landscape Technician, an applicant must pass every problem in the written and field tests. Those who fail only have to retake the problem missed (not the whole test). Written exams are also available in Spanish. CLCA has joined forces with PLANET to offer five Core tests in Hardscape Installation, Softscape Installation, Turf Maintenance, Ornamental Maintenance and Irrigation.



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CLCA Supports Legislation to Forbid Mandatory Use of E-Verify

CLCA has been working hard to support a bill in the state legislature that would among other things, prohibit cities, counties, and special districts from requiring an employer to use the flawed federal electronic employment verification system to receive a government contract or obtain a local business license or permit.

Assembly Bill 2076, authored by Assembly Member Felipe Fuentes (D-Los Angeles) and sponsored by the Service Employees International Union, has been approved by the Assembly and is moving in the state Senate.

We maintain that the federal electronic employment verification system, the E-Verify Program, is unworkable for most employers. There are accuracy and timeliness problems, as well as problems caused by the unfortunate fact that the system cannot catch individuals who assume the identity of a person who has a valid social security number.

Any mandatory use of an electronic employment verification system to identify ineligible workers must give employers accurate and reliable data and be enacted as part of comprehensive federal immigration reform legislation.

Spanish Version Available for Water Certification Test

CLCA is pleased to announce that starting with the next scheduled written Water Management Certification Program test, a Spanish version of the exam questions will be available for test takers.

The purpose of the new exam booklet is to assist Spanish-speaking test takers who may be uncomfortable reading the English version. At their request, test-takers may

use both the English and Spanish version when taking it. The intent is for those individuals to use the Spanish version as a backup in case they have trouble understanding some or all of the English questions.

“It was evident that a Spanish version was needed for some test takers, so we developed one for aspiring water managers who may be more comfortable reading the test in that language. It’s just another way to ensure that a simple language barrier will not keep potential water man-



agers from obtaining certification,” said CLCA Assistant Executive Director Larry Rohlfs.

The study guide and training sessions for both the written test and the performance program remain in English for now.

For more information on upcoming test dates or to sign up for an upcoming test, click on the “Water Management Certification Program” link located on the homepage of www.clca.org.


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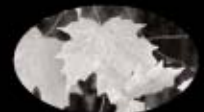
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Contracts and payments should be mailed to:
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2008 Central Coast Chapter Partners

We would like to take this opportunity to thank our Chapter Partners for 2008. Your support allows us to host several great events and keep our chapter strong and vibrant. If you have not already done so, please consider joining this elite list in 2008. And, please remember to support these companies when making purchases.

Oak Partners - \$850

One awards sponsorship, two golf tournament entries, a golf hole sponsorship, a table at membership night, two tickets to the awards dinner, one dinner ticket to Membership Night, plus recognition on the chapter banner and in each issue of the chapter newsletter.

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- Landscape Contractors Insurance Services

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Calendar of Events

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 10, Central Coast Chapter Liar's Cup Golf Championship. San Juan Oaks Golf Course, San Juan Bautista.

September 23, 5:30 p.m. Lorie Kinder with the California State License Board will discuss how our chapter and the CSLB can work together. Green Valley Grill, 40 Penny Lane, Watsonville, 831-728-0644. Call Natalain Swartz 831-763-2002 or natalain@aol.com to RSVP.

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 25, APLD Seminar, 10 a.m. to 1 p.m. 24th Street Theater at Sierra 2, 2791 24th St., Sacramento. Contact Gary Kernick (916) 488-3374..

October 28, Chapter dinner meeting. Contractor/Designer forum. Peachwood Steakhouse, Hwy 17 at Pasatiempo Dr. Santa Cruz. 5:30 p.m. cocktails, Dinner at 6:00 p.m. See page 7.

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.

Pondsaway, Inc. Sponsors First All About Business Aqua Expo

Pondsaway Inc., of Soquel, CA is sponsoring and hosting the first "All About Business Aqua Expo" for landscape contractors to help them with new marketing ideas as well as product update information. This will be a full day event on Tuesday, August 12, 8 am to 5 pm.

Speakers from several major companies will be featured at the expo. These leaders in the industry will be focusing on marketing ideas and giving information about product innovations in the landscape industry.

Registration is requested. Please contact Pondsaway at 831-462-2852 or visit www.pondsaway.com for registration information.



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