

The Seascape

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



President's Message

Thinking Nationally and Acting Locally

by Nikos Lynch, President



It is time to make sure that November's elections reflect solutions to our industry's problems. Federally, the CLCA is working hard on immigration reform. We need the immigrant workforce to run our companies. With concerns over border security, this is a hot topic. Many federal lawmakers want to see border security strengthened, but fail to notice that migrant workers are the ones doing the work we are not willing to do. When I was young, my mother was single and moved us to Santa Cruz. She had all the privileges that come from being born in this country, but she found it hard to find employment and so she worked at a packing plant in Watsonville. All day long

she pulled weeds from spinach coming down a conveyor belt. My mother was bilingual in Spanish and English, having attended part of secondary school just outside of Mexico City. So, growing up, I learned to appreciate Mexican culture. A lot of time was spent with friends who were migrant workers. Sunday meals at our home centered around a batch of tamales.

I learned that people come to the United States to work and live—not to burden our society, but to participate—yet migrant workers are forced to keep a low profile, to be almost invisible. It is not right that they should be treated this way, when it is we who are asking for their help.

Statewide, the unlicensed contractor problem is getting more exposure—partly due to a recent Dateline NBC news story that was aired on August 13th. Many chapters have encouraged California State License Board stings. The results have been citations to individuals doing business without a license. Although we

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October Dinner Meeting
& Educational Seminar
Tuesday, October 17th
Pasatiempo, Santa Cruz

2006 CLCA Central Coast Chapter Directory

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2006 CLCA State Board of Directors

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Chapter Christmas Party

December 9

Peachwood's Grill

at Pasatiempo

(408) 314-2668

for more information



Treasurer's Report

by Laurie Reily, Treasurer



July, 2006

Opening Balance:	\$26,113.54
Total Receipts:	\$0.00
Disbursements:	
Board Meeting	\$82.97
Dinner Meeting	\$200.00
Awards Dinner	\$14.77
State Meeting Comp.	\$500.00
Total Disbursements:	\$797.74

August, 2006

Opening Balance:	\$25,315.80
Receipts:	
Dinner Meeting	\$180.00
Newsletter Advertising	\$15.50
CLCA Points Rebate	\$2,280.61
Awards Dinner	\$50.00
Awards Sponsorship	\$250.00
Seminars	\$240.00
Total Receipts:	\$2,776.11
Disbursements:	
Board Meeting	\$115.50
Dinner Meeting	\$200.00
Postmaster–Newsletter	\$160.00
M/O Graphics–Newsletter	\$590.97
Print Smith–Newsletter	\$731.58
Website	\$45.00
President's Fund	\$195.00
Total Disbursements:	\$2,038.05
Checking Balance:	\$23,053.86
Savings Balance:	\$7,242.02

Board Minutes

by Jessica Petrini, Secretary



September

The meeting was called to order at 6:40 pm. In attendance were Tom Reily, Steve McDonald, Kelly Shaeffer, Nikos Lynch and Jessica Petrini. The August meeting minutes were read and approved. Tom gave the treasure's report. Three thousand dollars will be dispersed to the Leaf Fund. See other details in the newsletter. The Central Coast Chapter, s VP of Communications, Steve McDonald will attend the CLCA convention in Kauai Nov. 15-17th representing our chapter.

The Community Service Project report was given. There will be an article in the upcoming newsletter on the Hospice project. The project is half way finished. The pavers and retaining wall portion of the project is finished and remaining projects are the deck, irrigation and planting. Every Saturday at 8:00 am the project is available for volunteers. Please contact Regan Barry at (831) 438-4747 or <<http://www.coastalevergreen.com>> for information.

December 9th is the annual Christmas party with CAN (Calif. Assoc. of Nurserymen). It will be held at Peachwoods and money will be collected at the door.

Mailers are being generated to advertise the October Educational Seminar featuring Bill Schnetz on Oct. 17th at Peachwoods.

Meeting adjourned at 8:10pm.



LEAF Golf Tournament Highlights

by Steve McDonald, McDonald Landscaping, (831) 636-1430

It was a warm and blustery day out on the links at San Juan Oaks where we held our 10th annual LEAF golf tournament. Fifty-three golfers teed it up this year and raised over \$4,000 for our Central Coast Scholarship fund. This year we had a lot new faces along with those who have been coming for ten years. And this year we had some more first time winners: Chris Elliott, Mike Jones, Roger Baret, and Mitch Bringham. Second place went to the Tractor Equipment group of Bill Moreau, Roark Craven, Bill Strauss, and Bob Samaniego. Roger Baret won the closest to the pin on the 16th hole, sponsored by The Grass Farm, with a shot 1 foot, 2 inches from the cup. Mike McPherson wasn't so close on number six at 27 feet, but won closest to the pin anyway. Closest to the hole on number 6 was sponsored by ET Water. The longest drive was won by a newcomer, John Damn, and was sponsored by



Tee time at San Juan Oaks



Members of the winning foursome, Roger Baret, Chris Elliott and Mitch Bringham, pick up some new team equipment

Hunter Industries. I would like to thank Frank Halstead of Delta Bluegrass for once again putting the golf tournament together. Also thanks to Chris Elliott for being our MC and handing out the awards. See you all on the links next September!

A Big Thank You to Our Golf Sponsors



Oak Partners

- Ewing Irrigation
- Hydro Turf
- Granite Rock
- The Grass Farm
- Hunter Industries
- Landscape Contractors Insurance Services

- Tractor Equipment Sales
- FX Luminaire

Redwood Partners

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- John Deere Landscapes
- Western Tree Nursery
- ET Water
- U-Save Rockery
- Jet-Mulch
- Greenfields Turf
- Far West Design and Landscape



Chris Elliott gives John Damn his new golf bag, the prize for the longest drive

Mike McPherson with "closest to the hole" award



Plant of the Month

by Elizabeth Rhoades, Delta Tree Farms, Inc. (209) 334-4545, erhoades@deltatreefarms.com

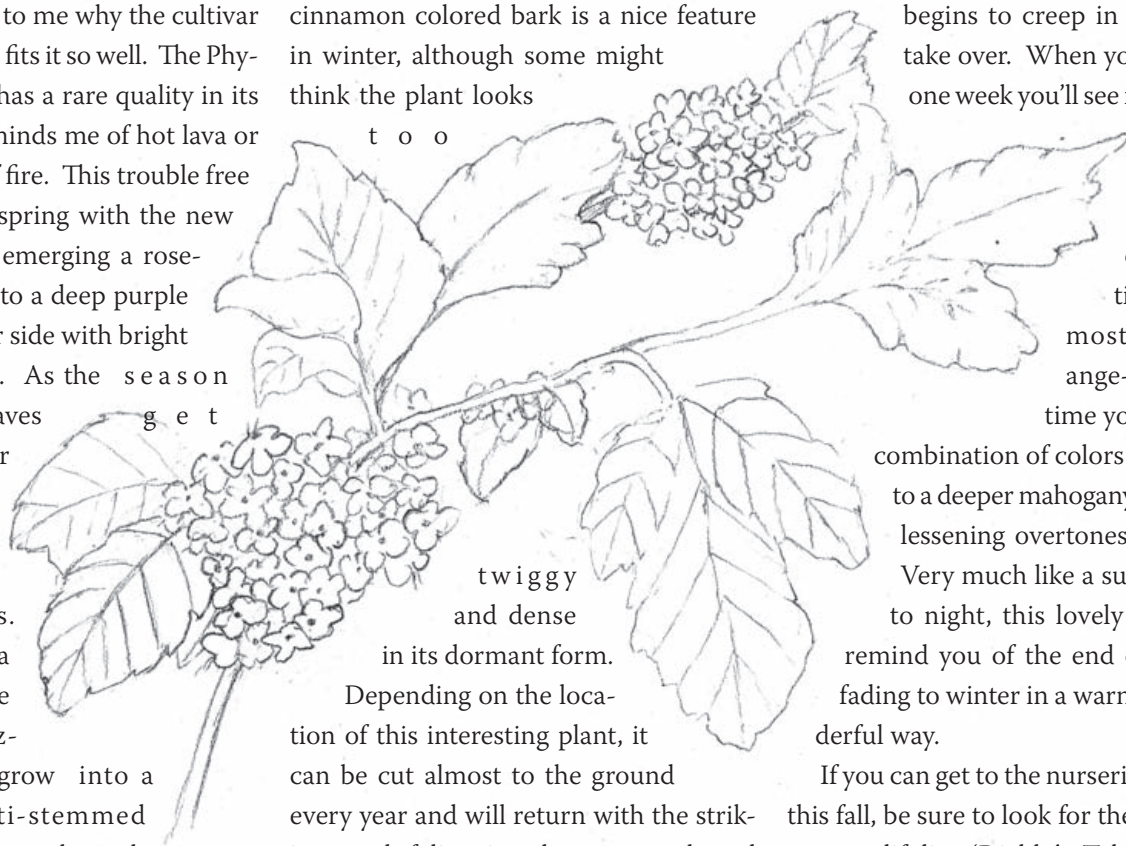
Physocarpus opulifolius 'Diablo' (aka 'Diabolo') - Diablo Ninebark

- Deciduous Shrub
- Native to Madeira
- 6' x 4'
- Any Soil
- Drought Tolerant (over time)
- Sun/Part Shade
- Native to Eastern N. America
- Medium to Fast Growth Habit

It just occurred to me why the cultivar name of this shrub fits it so well. The Physocarpus 'Diablo' has a rare quality in its fall colors that reminds me of hot lava or a similar source of fire. This trouble free shrub begins the spring with the new deeply cut leaves emerging a rose-red and changing to a deep purple color on the upper side with bright green underneath. As the season progresses the leaves get larger and darker until the effect is a stunning deep burgundy fountain shaped mass. When planted in a natural setting the Physocarpus (Fiz-Oh-carp-us) will grow into a nice dense multi-stemmed thicket with interest through all the seasons.

The round white clusters of the flower heads (corymbs) appear above the dark foliage in late spring, early summer. These snowball looking flowers are actually made up of many tiny blooms followed by bright red berries in clusters 2"-3" wide. The shiny red berries against the purple-black leaves are so brilliant it looks like the

bush is blooming again in a different color! These berries will slowly turn purple-black and persist into winter on the stems but will not stand out greatly against the dark colored leaves until leaf drop is complete in the late fall. The added interest of these dark berries against the heavily peeling cinnamon colored bark is a nice feature in winter, although some might think the plant looks



too twiggy and dense in its dormant form. Depending on the location of this interesting plant, it can be cut almost to the ground every year and will return with the striking purple foliage in a shorter vase-shaped form, good for a border, or a mass planting. Or, in a woodland setting, if only a little of the old wood is cut out every few years the Ninebark will develop the characteristic peeling bark of its common name and attain a rustic, natural appearance.

In my observation of this shrub over the last year it has surprised me in every season by continuing to produce different

aspects of beauty. Right now the only way to describe the changing color of the leaves is to compare it to that hot lava-like color I mentioned. If ever there was a stand-out shrub for fall color this one makes the grade. While some of the leaves are still purple, the beautiful orange/crimson begins to creep in slowly and take over. When you look at it one week you'll see mostly purple, then soon after the combination shifts to mostly hot orange-red. Next time you see it the combination of colors has shifted to a deeper mahogany/wine with lessening overtones of orange. Very much like a sunset fading to night, this lovely shrub will remind you of the end of summer fading to winter in a warm and wonderful way.

If you can get to the nurseries any time this fall, be sure to look for the Physocarpus opulifolius 'Diablo'. Take a minute to enjoy the changing season in all the fall colors, and remind your customers they need some fall color in their gardens too!



Board Minutes

by Jessica Petrini, Secretary

August 1, 2006

The meeting was called to order at 6:30 pm. In attendance were Mike Partida, Kelly Shaeffer, Nikos Lynch, Tom and Laurie Reily, Gregory Miller, Dennis Rabe and Jessica Petrini.

The July CE06 minutes were read and approved. Steve McDonald's report for the upcoming Golf Tournament at San Juan Oaks Golf Club for Sept. 13th is that all is in order and Kelly Shaeffer sent a flier to the San Francisco/Bay Area chapter newsletter for publication. Any questions can be directed to Frank Hallstead of Delta Blue Grass at 1-800-844-2402.

The education report was given and included a proposal on the Idea Bank to complete module 4 and 5 on the How To Make Money series and having educational seminars on them in the future.

Kelly gave the report on the State Meeting in San Diego in July. A large portion of the meeting was focused around the topics of immigration reform and water use. Local chapters will have five members who will study water use in the landscape industry. The Central Coast Chapter already has three spots filled and two are still available. Contact Nikos Lynch if interested in joining or have questions. The purpose of the committee is to provide solid data and documents on realistic water use in the landscape industry so it can be presented to CA legislators for future water use legislation. The CLCA will hold its annual convention in Kauai, Hawaii on Nov. 15-17.

Bill Schnetz has chosen a panel for his upcoming Educational Seminar on "Promoting and Motivating Your Company" on October 17th. From the North Coast Chapter is Peter Estournes and from the SF Chapter is Jeff Shehan. They will share personal stories, talk about how to stay motivated and have open discussions with the panel and audience. Details on cost and menu were discussed and will be available in upcoming newsletters.

Preparations for next year's budget and personnel changes were discussed. Tom is working on publishing the winners of the Beautification Awards in the Santa Cruz County Home and Garden Magazine.

Tom Reily gave the treasure's report. Please see elsewhere in the newsletter.

Meeting adjourned at 8:10 pm.

July 11, 2006

Meeting called to order at 6:35 by Nikos Lynch. In attendance were Kelly Shaeffer, Nikos Lynch, Chris Elliot, Tom Reily and Jessica Petrini. The June '06 Board meeting minutes were read and approved.

The Board discussed possible new Presidents for the Central Coast Chapter. The new VP of Awards/Scholarships is Barry Elder from Ewing Irrigation. He will be replacing Chris Elliott.

Tom gave the Treasurer's report. The Beautification Awards Banquet profited \$3,000 for the Central Coast CLCA. It was suggested to hold the awards banquet on a Saturday night in the future.

The CLCA Golf Tournament is scheduled for September 13th at San Juan Oaks Golf Course. For details please call Frank Hallstead of Delta Blue Grass at 1-800-844-2402.

Regan Barry has set up work dates for the Hospice Community Service Project: July 29-30, Aug. 5-6, 12-13, 19-20, 26-27. Please contact Regan if you would like to assist in the project. He can be reached at (831)438-4747 or <<http://www.coastalevergreen.com>> for information. There are plans to send an email detailing the project.

The next dinner meeting is Tuesday October 17th and will be an educational seminar featuring Bill Schnetz who is the CLCA State Director of Events. We are inviting the following CLCA chapters: SF/Bay Area, East Bay, South Bay, Central Coast, San Louis Obispo and North Coast. Bill will be discussing ways to motivate and promote your business.

Meeting adjourned at 8:00pm.



Here It Comes...The Greatest Show On Earth!

JUNE 9TH, 2007 – 6:00 PM

No, not Ringling Brothers, the **Central Coast Beautification Awards!**

I am pleased to be back in Central Coast chapter again, and have volunteered to be the Awards Chairman again and am looking very forward to this year—more than any of my past years!! I have secured a **beautiful** location at the world famous **Bonfante Gardens**.

This will include a private Garden Cocktail hour in **Claudia's Garden** with a 15-20 minute history background from a tour guide while we sip our favorite beverage. Q&A's will be welcome during this relaxing hour in this amazing garden.

The **Dinner & Show** will take place across the small bridge to **Creekside Gardens**. While enjoying a exquisite dinner you will hear the tranquil sound of the near by creek and waterfalls.

I have entered 4 new categories this year—lighting categories that will be determined by fixture count. Judging of the lighting categories will done by separate judges and will take place in the evening. There will be details soon on the requirements of you and your client to enter these projects. Start looking for your favorite lighting project now!!

This will be a **red carpet event!!** I will keep everyone posted, as we go, with details.

So, please save up all your projects and consider them for entry! Regardless of whether you enter, you are still welcome to share this awesome evening celebrating the accomplishments of Central Coast contractors.

Find a babysitter for the kids and get ready to have a fun time!!

—Barry Elder Jr., 2007 Beautification Awards Chairman

Hey Contractors, Got PR?

The San Francisco Flower & Garden Show is looking for a contactor to work with Garden Design Magazine on their next garden in the 2007 show.

In the 2006 show, Michele Swanson (CLTV8 Art Design) and Mike Hertzler (Modern Landscaping) were the creators of the Garden Design Magazine Garden. They received some excellent publicity through the magazine, including a three page spread in the last issue. Michele will be the designer again for the 2007 show. Any contractor who signs up will receive recognition as an equal partner with the magazine and the designer. Garden Design Magazine usually brings with them several sponsors, who provide items for display. Last year that included Brown & Jordan Furniture, an outdoor kitchen, a spa, lighting, containers etc.

Anyone interested should contact Kay at kay@gardenshow.com or at (415) 5887-3400.

President's Message—cont'd

may not feel directly affected by this, it is a huge problem. Landscape pirates don't have the overhead expenses or knowledge to bid projects, so they create an unrealistic pricing structure. Nor do they have an obligation to do a good job, and the industry is given a bad reputation when unethical pricing or shoddy work occurs. Homeowners hiring unlicensed contractors put themselves at risk of lawsuits by not carrying workers compensation. I'm surprised by how many people hire their "friend" to help them out on a project. If they are paying the friend, then that person is an employee. The law says they need to be treated as such, especially if they are injured. CLCA has put together a task force to come up with some solutions. I hope we can make some effective changes, and even help some of those unlicensed guys get motivated to get legal.

Locally, we had a huge victory: Michael Gould from Central Coast Landscape contacted and rallied many of us to the Capitola city council meeting September 28th to protest a leaf blower ban proposal. The trend of not allowing this tool has resulted in hardship for many landscapers statewide. The proposal did not pass, a great relief to us all, because once banned, there is no real way to rescind the law. Thank you, Michael Gould, Jack Long and everyone who acted so quickly to protect all of our interests.

Our Hospice Care project is coming along. The patio is done, the deck is being built and we are ready for plants and irrigation. Regan Barry with Coastal Evergreen has been doing much of the work. His crews recently poured the deck piers and concrete steps. There is always a small core group of members who do most of the work in the CLCA, building CLCA's

image in the community. We all reap the benefits, though, just by having a sticker on our trucks. Active members discover that the benefits go beyond public recognition. They live as what I would call "thankful givers".

Last issue I mentioned Rebecca, the 4-year-old girl with terminal cancer who requested, through Make-A-Wish Foundation, a play area for her brothers and sisters. Her play set is almost done. There was no delay in providing it for her, in large part because our chapter donated

financially to the building of the structure. We contributed \$2000 to make up the difference beyond Make-A-Wish's allocated budget. Now we have a working relationship with Make-A-Wish Foundation. They are asking for our help as advisors for kids' wishes throughout the Bay Area.

Our primary concerns still center around making sales and getting work in the ground, but when we spend time involved in the community, the trust bestowed on us by others carries over into, and enriches, our work.

Proposed 2007 Central Coast Chapter Board of Directors

The following people have accepted Chapter Board positions for the upcoming year. We give them our sincere appreciation for putting in the time necessary to keep our chapter running. There is an Event Coordinator position still available, if someone would like to get involved. This is a key member of the Board who is the person responsible for arranging Chapter meetings. A special thank-you to Kelly Schaeffer for doing this job so well for the past two years.

2007 Board Members

President	Kelly Schaeffer
Immediate Past President	Nikos Lynch
Vice President	Tish O'Reilly
Secretary	Jessica Petrini
Treasurer	Laurie Reily
Communications Chair	Steve McDonald
Membership Chair	Mike Partida
Awards Chair	Barry Elder
Associate Member Rep.	Dennis Rabe
Newsletter Editor	Ki Bowman

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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
Delta Bluegrass Co.	800-637-8873	Pacific Interlock Pavingstone	408-257-3645
Drought Resistant Nursery	831-375-2120	Pacific Sod	800-692-8690
Ecoturf	831-427-8085	Perry Laboratory	831-722-7606
Ewing Irrigation	831-656-9530/831-464-6777	Pondsaway/All Pro Greens	800-353-4957
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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

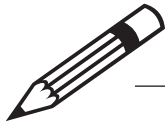
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and Maintenance • McDonald Landscaping • Plant Providers
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We appreciate our partners, whose support helps make possible many of the CLCA Central Coast Chapter's events.



Mail or email your Seascape newsletter submissions to the Editor:
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2006 Seascape 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.

Calendar of Events

October 11-13, CalScape Expo 2006, Palm Springs, www.piagrows.org

October 14, Community Service Day, Struve Slough, Watsonville, restoration@watsonvillewetlandswatch.org

October 17, Chapter Educational Seminar and Dinner Meeting, Inn at Pasatiempo (408) 314-2668

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

October 19, Fall Lecture Series :”Hard-scape Materials for Sustainable Designs”, Cabrillo Environmental Horticulture Department, Aptos, www.cabrillo.edu/academics/horticulture/ (831) 479-5762

October 28, Planting Day, Struve Slough, Watsonville, restoration@watsonvillewetlandswatch.org

November 2, Fall Lecture Series :”Planting Plans and Selecting Plants”, Cabrillo Environmental Horticulture Department, Aptos, www.cabrillo.edu/academics/horticulture/ (831) 479-5762

November 9, Target Business Management Conference, Costa Mesa (800) 352-3870

November 15-17, CLCA Annual Convention, Maui, Hawaii (916) 830-2780

February 3, 2007, EcoLandscape Conference, Sacramento (916) 492-0393

Have anything to add to the calendar? Send copy to the newsletter editor by the 1st of the month. Fax: (831) 423-5292 Email: ki@cruzio.com

**Chapter Dinner Meeting
& Educational Seminar
“Promoting and Motivating Your Business”
Tuesday, October 17th
Inn at Pasatiempo, Santa Cruz**