

Chapter Calendar Update

Please mark your calendars for these important upcoming events.

Tuesday, July 13	“Tamale Tuesday”, Ewing Irrigation, Santa Cruz 7:30-10:00 am Join in the fun with music, food, Smart Irrigation practices, mulch samples and vital information for conserving water. For more details, please call 510-385-0255 or email Andrew from Vision Recycling (andrew.tuckman@visionrecycling.com)
Tuesday, July 20	“Tamale Tuesday”, Ewing Irrigation, Santa Cruz 7:30-10:00 am
July 21-24	State Summer Meeting, Fairmont Hotel, San Jose Members are encouraged to attend individual events. It is OK to sign up/pay for single events, even at the last minute.
August	No Chapter functions
Thursday, Sept. 2	Chapter Board Meeting, Tony & Alba’s, Capitola 6-8 pm
Wednesday, Sept. 15	Golf Tournament, San Juan Oaks Golf Course, Hollister
Thursday, October 7	Chapter Board Meeting, Cilantro’s, Watsonville 6-8 pm
October 26	Dinner Meeting , location TBA, program on Smart Controllers
Thursday, Nov. 4	Chapter Board Meeting, Tony & Alba’s, Capitola 6-8 pm
November 10-13	Annual State Convention, Disneyland
Tuesday, Nov. 30	Chapter Dinner Meeting, Early Holiday Get Together 5:30 pm Ugly Sweater, Red Suspenders or Tie Party
Thursday, Dec. 2	Board of Directors Planning Meeting, Cilantro’s, Watsonville 6-8 pm

July/August 2010

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2007-2009 – *Kelly Shaeffer*
2005-2006 – *Nikos Lynch*
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2001-2002 – *Pete Gluhaich*
1999-2000 – *Steve McDonald, CLT-C*
1997-1998 – *Christopher Elliott, CLT*
1995-1996 – *Paul Iwanaga*
1993-1994 – *Jerry Allison*
1991-1992 – *Patty Dunks*
1989-1990 – *Brian Bisnett*
1988 – *John Battaglia*
1987 – *Irving K. Tamura*
1985-1986 – *John David, CLT*
1984 – *James Mendleski*
1983 – *Roy Pina*
1982 – *Craig E. Rogers*
1980-1981 – *Ron Mendleski*
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President's Message *by John David, CLT, Prime Landscape*



Summer on the Central Coast. Even when the fog stays in on the coast for several days in a row, no one really minds – it could be 115° and dry like in Las Vegas, or 95°, with super high humidity like Florida. We residents of the Central Coast have it good. Generally, great weather. There is so

much to do – outdoor things, culturally diverse things - but work we must. These days, whenever we can.

If you're looking for something different yet, make sure and join your peers from throughout the state at CLCA's Summer Fun Extravaganza. It is fun. Besides educational seminars, we'll have a chance to attend two talks from a great motivational speaker. Then, there's the socializing, softball, golf and a pool party. It's an easy group to fit in with. Everyone is WAY friendly. I promise. You'll be glad you came. Sign up for the whole weekend and you'll be really happy you did. This is what Bill Schnetz, our state president said:

"The networking opportunities presented to you when attending out of town meetings builds relationships that last a

lifetime and give you valuable insight into being a better leader for your Chapter, business person at work and, most of all, adds to your own personal growth."

Doug Carter will be speaking in two meetings about the power of relationships, business and personal, on our livelihoods. Doug is my personal go-to guy. He has helped me with many issues and given me a different set of glasses with which to view problems and the world. I guarantee you will walk away with nuggets of gold. See you there.

For all of you who made it to our Beautification Awards program, thanks and I hope you had a great time. It all went quite well. Andrew Tuckman did a tremendous job as MC and Scot Rysdale did an outstanding

—cont'd on page 9

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2010 Central Coast Beautification Awards

by Regan Barry, Coastal Evergreen Co, Inc.

The 2010 CLCA/Central Coast version of the Landscape Beautification Awards has come and gone and we who participated should be proud. This year started out with as much uncertainty as 2009, yet there were over 30 applicants submitting for the ten categories offered. This was a great show of strength for our industry in these tough times. We had a healthy crowd of between 50 and 60 people that more than filled the room with plenty of excitement and buzz.

This year's event was held near Santa Cruz, in the Cypress room at Peachwood's Restaurant. I couldn't find a single Cypress tree or anything else that resembled a Cypress in the room. However the implication of any tree reflects the industry that we fondly represent...and that just feels right.

Our President, John David from Prime

Landscape, got the evening rolling with an overview of the evening's events. It started with a pretty damn good buffet-style dinner served by Peachwood's famous "Chef Kenny". The meal consisted of a whole roasted turkey, pasta, salad and fresh fruit followed by an unforgettable peach cobbler ala mode.

After dinner, John turned the evening's events over to our MC, Andrew Tuckman from Vision Recycling. This was Andrew's first

involvement with the CLCA Awards and he deserves a great deal of credit for filling in the void left by our past MC, Dennis Rabe.

The slide show began and images were displayed representing the many categories entered. You could see and feel the pride in the room as every

winner walked towards the podium to receive an award. It was a very impressive showing of the level of talent that we have in our local chapter. Acknowledgement from our peers is the highest compliment we can receive (along with a large profit). I personally am very grateful to be a part of this organization.

Special thanks to the Beautification Committee team: John David, Nikos Lynch, Chris Elliott, Barbara Olson, Adrew Tuckman, Jerry Allison, Mike Ruscoe, Regan Barry and our slide show producer, Scot Rysdale.

Great job, team players. Let's look forward to 2011 with joy and prosperity.



The Landscape Installation Sweepstakes Award is accepted by Nato Pulido of Houle Landscape and Maintenance from Christine Hawkins of Ewing Irrigation



Sweepstakes Award-winning Ullbrich Property, created by Houle Landscape



Regan Barry, Chris Elliott, Jeff Henninger, Barbara Olsen, John David, Andrew Tuckman and Nikos Lynch



Award winners Kurt Christiansen, Nato Pulido, Steve McDonald, Gregory Miller, Regan Barry, Awards Judge Frank Dell, Tim Hill, Jerry Allison and John David

And the Winners Are...

Here are just a few. Look for the photos of category winning landscapes in upcoming issues of the *Seascope*.



Nikos Lynch with Regan Barry, Roberto Monjes and Jorge Hernandez of Coastal Evergreen, winners of the Medium Residential Award



Scott Julian from Calstone hands John David of Prime Landscape his Renovation Award plaque

Thank you, Award sponsors! See listing on page 9.



Kurt Christiansen, of Christiansen Associates Gardens and Design, receives the Design Build award from Andrew Tuckman

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New Plants From the Ol' Gardener

by Barry Hartsock, www.treesolutions.com

Susan, Susan? Now where could that cat have gone? She disappears sometimes when it gets this hot. August hot, dry, not a good time for cats or for my garden. This is the time when most things start to look tired, leaves dry and the flowers start to fade.

Susan SuSAN? I found her in the garden about this time of year. I don't know where she came from. Just a small thing. Sleeping she was under the shade of the rudbeckia. Now that is a plant that just loves this weather. I think everyone's garden should include *Rudbeckia fulgida*, a perennial. Most people call it Black-Eyed Susan. It has golden yellow blooms with black centers or "eyes". That's why I named her Susan.

SUSAN? I am sure the most popular *Rudbeckia fulgida* is 'goldstrum'. It is widely used by designers and gardeners alike because of the great color and strength during the hot summer months. It is an easy plant to grow and has few pest problems. As soon as the flower petals drop the flower stalks can be removed to get a repeat bloom. It is good to plant in masses and can be companion planted with *Onethera youngii* (Buttercup) for a double bloom from the same area.

SUSAN, SUSAN, Most summers I leave the last of the blooms and don't cut them until Spring. I will often see finches and other small colorful birds feeding on the seed pods that the flowers left behind. Rudbeckia will "self seed" if some flowers are left on the plant. 'Goldstrum' is very hardy to zone 1. But I want to talk more about *Rudbeckia hirta* and all the varieties available. *Rudbeckia hirta* is not a true perennial but a biennial or half hardy perennial. Indian summer is my favorite as it has larger bright yellow blooms as much

as four inches in diameter. It can grow as tall as 30 inches tall when it is crowded.

SUUUSAN!!!SUUSSAANN??? Another great *Rudbeckia hirta* is 'Sonora'. It has a distinctive brown center on the petals of the bloom making the eye appear bigger. When the petals drop the same size seed pod is left as with the other Susans. 'Toto' is a shorter version but still produces three inch blooms. That can be used in containers. I should also mention a variety named 'Irish Eyes'. It does not have the normal black eyes but instead sports Irish green eyes. It also does not have the strong stem that most Susans do.

Rudbeckia 'cherokee sunset' has wonderful bubble blooms. *Rudbeckia* 'cherry brandy' was introduced last year and was a very nice addition with its dark pink cherry bloom. 'Cherry brandy' does not get as tall as other *Rudbeckia hirta*s.

The first F-1 hybrid *Rudbeckia* introduced by Goldsmith is 'tigereye'. It is shorter but very uniform in growth and just blooms and blooms. 'Tigereye' is great in containers and was

used in abundance at San Francisco Pier 39 last year and it looked great.

Susan, there you are. I should have looked here first. Of course you would be laying in the garden under the shade of your namesake. Where else would a big yellow cat with black eyes feel at home?

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Treasurer's Report

by Laurie Reily, Treasurer

May/June, 2010

Opening Balance:	\$14,760.08
Income:	
Awards Entries	\$3,460.00
Awards Plaque Sponsorship	\$900.00
Awards Dinner	\$2,557.00
Dinner Meetings	\$20.00
Membership Night.....	\$230.00
Golf Tournament	\$398.00
Total Income:	\$7,565.00
Disbursements:	
Board meetings.....	\$190.00
Dinner meetings.....	\$162.00
Newsletter	\$2,133.24
Other Pub/Banner	\$650.00
Treasury.....	\$138.00
Awards	\$2,923.94
Awards Dinner	\$4,343.57
Total Disbursements:	\$10,540.75
Closing Balance:	\$11,784.33

June Board Meeting Minutes

by Laurie Reily, Treasurer

June 3, 2010 at Cilantros in Watsonville, CA

The meeting was called to order at 6:45 PM

Roll Call:

John David, Regan Barry, Andrew Tuckman, Jerry Allison, Barbara Olsen and Laurie Reily

2010 Board Members:

President : John David – Prime Landscape

Secretary : Jerry Allison – Jerry Allison Landscape

Treasurer : Laurie Reily

Membership : Mike Ruscoe – Ewing Irrigation

Public Relations : Jerry Allison – Jerry Allison Landscape

Assoc. Member Rep. : Jeff Henninger – Hunter Industries

Communications : Steve McDonald – McDonald Landscaping

Education / Scholarship : Nikos Lynch - Terra Bella Landscape

Awards Chair : Regan Barry - Coastal Evergreen Co.

Board News:

May board meeting minutes were presented and approved.

June Treasury report was presented and approved.

Advertising income vs. expenses, very low advertisers this year.

Send newsletter to members monthly and to all C27's a couple times a year? Go green and do electronic newsletters?

May's Dinner meeting at Graniterock was very nice but again had a very low turnout.

Upcoming Events:

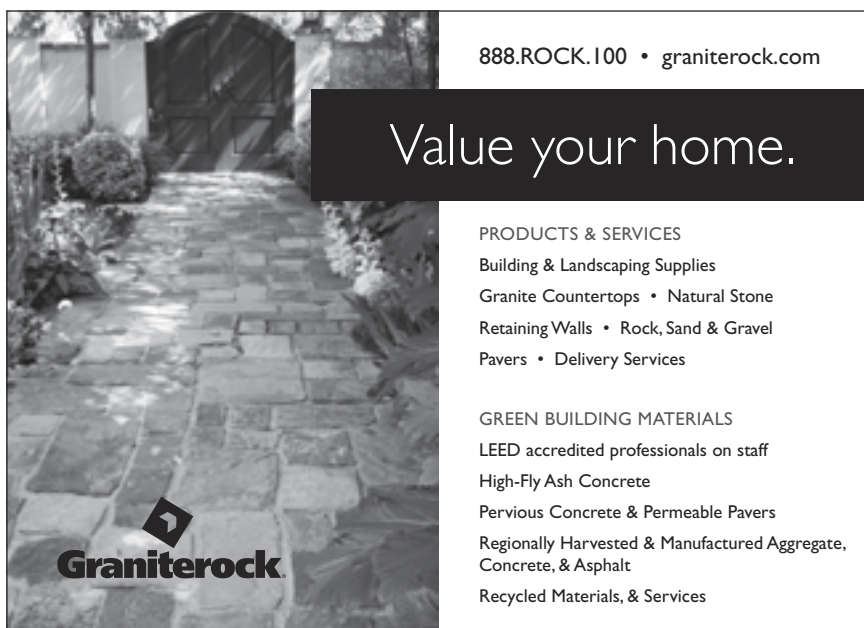
The Next Awards Committee will meet on Monday, June 14th at noon at the Tony & Alba's located on Soquel Ave., Santa Cruz in the Whole Foods shopping center.

The Awards Banquet is scheduled for June 26th and will be at Peachwoods at The Inn at Pasatiempo located just off Highway 17. Cost is \$65.00 / dinner.

CLCA 2010 Summer Family Extravaganza will be held in Silicon Valley, July 21-July 24. For more information including hotel, events and pricing please visit: <http://www.clca.us/summer/>.

Please be sure to check the chapter website at www.clca.cc.org to download forms, including the Awards application and for any new events, change in dates or location.

Meeting was adjourned at 7:30 PM.



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Beautification Awards Committee members:

Jerry Allison, Regan Barry, John David, Chris Elliott, Nikos Lynch, Barbara Olsen, Mike Ruscoe, Scot Rysdale and Andrew Tuckman

President's Message—cont'd

job on the slideshow. And the jobs were great The food was top-notch. In a nice, intimate room at Peachwoods, our close-knit group seemed to relax and truly enjoy themselves.

Thank you to all the sponsors, volunteers, entrants, and attendees. Still good after 25 years.

—Buenos dias, *John*

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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 Newsletter

is published 10 times a year. Copy and advertising deadlines are the 10th of the month preceding publication.

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