

JANUARY 2008

The Seascape

Central Coast Chapter of the California Landscape Contractors Association



January 27 Champagne Brunch: Unleash Your Potential in the New Year

The New Year is here! It's a great time to say what you want to have happen in 2008 in all aspects of your life, both personally and professionally.

Most of us are pretty good at setting goals, but sometimes the results don't match what we imagined. Whether you are raising a business or raising a family (or doing both!), being more effective always pays off! How do you keep inspiration from fading? How do you stop habits that hinder progress and start ones that help? What's the key to achieving goals, not just setting them? And where does satisfaction figure in?

On January 27, join the Central Coast chapter and Camille Smith, president of Work In Progress Coaching, for an interactive session where we'll explore how to unleash potential and put it to work for you. We'll look at what really motivates us and what we can do to be inspired and effective, day in and day out. We'll talk about practices and techniques that support staying on track and building the sustainable relationships. Our intention is that you'll come away inspired and in action.

Bring your spouses, your co-workers, your friends and come enjoy an inspirational brunch at this gorgeous setting on the river.

When: Sunday, January 27, 2008
Time: 10:30 Meet & Greet
11:00 Brunch
11:30 - 12:30 Presentation
Where: Shadowbrook Restaurant
1750 Wharf Road, Capitola
(800) 975-1511
Menu: Fruit Cup, Main Course, Dessert,
Coffee, Tea, Champagne included
Cost: \$50 per person
RVSP: By January 20, Natalain@aol.com
or (831) 763-2002

Keynote Speaker

Camille Smith, president of Work In Progress Coaching, helps business people succeed by creating inspiring futures and building the relationships required to achieve them. Her work experience includes more than twenty years in the field of training and development, facilitating organizational change programs, locally and internationally, and as a manager in operations and finance. Camille specializes in team development, values-based leadership and Rolescript™, a leading-edge talent management approach. She is an adjunct professor in the School of Business, Santa Clara University, and a founding member of the Global Women's Leadership Network, www.gwln.org



**California Landscape
Contractors Association**

INSIDE

Chapter & State Directory	2
President's Message	3
A Year in the Life of Chapter	4
Contractor/Design Mixer a Success	6
Sustainable Landscaping	7
Board Minutes	8
Treasurer's Report	9
Partners for Success Program	12
Upcoming CLCA State Events	13
San Francisco Flower & Garden Show	14
Chapter Partners	15
Calendar of Events	16

2008 CLCA Central Coast Chapter Directory

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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 Legislation

Bob Wade (949) 494-2130

Director of Education

Jon Robert Alsdorf (559) 276-1726

Director of Membership

Tom Delany (559) 453-1670

Director of Resource Mngmt

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
1978 – John Brauns
1977 – J. Chris McIntyre
1976 – J. Chris McIntyre
1975 – Don Summa
1974 – Ray Sumida
1973 – Henry Yaminishi

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President's Message

Looking Ahead to An Exciting Year

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



Hope you all finished off 2007 with a bang and had some quiet time to reflect on the year ahead. It's a good time to process new ideas and entertain the idea that changing the way you do things may be good for business.

For instance, I decided that I would like to increase revenue next year (wouldn't we all!) so I sought the expertise of a marketing expert, a software integration specialist and a graphic designer to market my company better in 2008. It's an added expense to the bottom line but I believe the effort and the increased exposure will bring in more business. Yet, I must remember that having more clients is not necessarily the best formula, taking care of your best clients should be.

The chapter board is busy planning events for the year ahead. Join us for our first meeting on January 27, at the Shadowbrook Restaurant in Capitola-by-the-Sea. We have selected this date carefully as it is the weekend after the playoffs and one week before the Superbowl. Business coach, Camille Smith of Work In Progress Coaching, will teach you how to unleash your potential and make it work for you. Bring your spouse or significant other as this will apply to anyone needing a little motivation entering the New Year.

February 19th – It's time to start thinking about entering your landscape projects in this year's Beautification Awards. To assist you in preparing your project to show at its best, we have invited David Kato of Katoscapes and Barry Elder of Ewing Irrigation to speak to our chapter about preparing your project for the judges... from a judges perspective. They will share tips and techniques that are sure to catch the judges' eye. David Kato has been a Judge on the CLCA State Beautification Awards Committee and Barry Elder was instrumental in planning our chapter awards banquet last year. Don't miss this great opportunity to learn valuable information on how to show your projects. For more information or to obtain an application, visit our chapter's website at www.clca-cc.org.

The Beautification Awards will be held on July 19, 2008 at the beautiful Chaminade Resort & Spa in Santa Cruz. This is one month later than usual but allows more time to prepare your projects after the winter and have them looking their best. The Awards Committee has changed the way photos will be submitted this year. Instead of the judges taking photos of your project, we are asking applicants to submit several photos on a CD

with every entry. This way, the photos will highlight features of the landscape that you choose. Watch for upcoming details on the Beautification Awards.

So, that's an outline of what we have planned at the chapter level. At the state level, the next few months will be busy. The annual Leadership Conference will be held in Oakland this year, January 29-30. Dr. Nate Booth is the keynote speaker on January 30. He will be speaking on leadership in times of rapid change. Visit the CLCA website at www.clca.us/leadership for more information.

The ever expanding Landscape Industry Show will be held February 28-29 at the Los Angeles Convention Center. Take advantage of the numerous educational opportunities and walk the floor to see new product offerings from your favorite vendors.

In April, the Legislative Conference will again be held in Sacramento. This is an excellent opportunity to learn first hand how to approach your elected officials and then put that knowledge to the test as you visit your state representatives in the Capitol building.

So, you can see, we already have quite a line up for 2008. Much of this is made possible by the generous support of our Partners for Success. Please be sure to patronize the companies who support our chapter. And, thank you to all the volunteers who made this chapter run -- either through your participation on the board, or your participation at events.

Let's make it a Great Year!

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A Year in the Life... Central Coast Chapter

by Tish O'Reilly, Central Coast Chapter Vice President

At right: CLCA Central Coast Chapter members and Landscape Designers met in May and November to network, share ideas, and make valuable business contacts.



The question is this, how do we encourage the average 'Jane or Joe' gardener to become a licensed contractor and join the CLCA; and how do we encourage our newest members to explore all the benefits that the CLCA has to offer and become active in our chapter? Perhaps by example. Let me share with you my experiences with CLCA and some of the exciting accomplishments of the Central Coast Chapter in 2007!

I was a contractor for many years before joining CLCA. Not joining sooner was a big mistake on my part - that's why I'm telling you about it! When I did join, I dove right in as chapter Vice President.

VP is an interesting title. I'm in the

middle of everything. All the conferences, meetings, and a lot of the dinner meetings too! It's interesting because, being in the middle also means being in the "KNOW".

CLCA meetings provide an opportunity to discuss business with our peers - How busy we are and is the company running us or are we running it? How much money are we making? Is it profit or just bill paying? These questions are just the beginning. CLCA raises the bar on professionalism. Who's getting the bids and why? How is it that some contracting companies charge more? What are the rates and why? And how do we get these higher rates?

Knowledge really is the key to success. For the price of a dinner ticket and the

commitment to stay up a little later than usual, our Central Coast Chapter provided many opportunities in 2007 to help us gain this knowledge and better succeed.

January

The installation dinner in January provided one of my favorite "CLCA moments". Three past presidents gave a talk about their tenure in the CLCA, their business experiences as well as some side personal stories. It was good to hang out with the big boys. It reminded me of a story I heard from another contractor. He said, "I strived my entire professional life to be exactly like that guy and when I finally got there the bast--- raised the bar." I won't tell who said that about whom, but wouldn't it be nice to have that said about us.

Also in January, the chapter teamed up with the San Francisco Bay Area chapter to host a CLCA Membership booth at the NorCal Tradeshow in San Mateo... another example of your chapter promoting the benefits of CLCA membership and the professionalism of our members.

February

The CLCA Leadership Conference in Los Angeles focused on identifying your business goals, "Set your sights and your goals and go for it!" Hopefully we'll see you at the 2008 conference in Oakland January 29-30. The theme is "Mastering Change".

Also in February 2007, CLCA provided



Several members instrumental in the success of the Central Coast Chapter were recognized at the 2007 January Installation Dinner. Left to right: Steve McDonald, Laurie Reily, Tom Reily, Chris Elliot, Ki Bowman, Kelly Shaeffer, and Nikos Lynch.

the opportunity to participate with Jim Huston in his weekend workshop, "How to Make Money in a Landscape Business". It doesn't get any clearer than this. This is just one of the great education programs offered by CLCA.

March

In March, the chapter hosted Supplier/Membership Night. This venue provided an opportunity for new and not so new members to meet, mingle, and check out the latest products offered by our local vendors.

April

"Market your message, market your image" was the topic at our April dinner meeting. Jim Strickland of Strickland Design shared marketing techniques to help us better promote our businesses.

Also in April, the chapter tackled its community project at the Hospice Caring Project of Santa Cruz. Members came together to install a beautiful and peaceful garden area for staff and family members visiting the facility.

May

In May, the chapter hosted the first of two Contractor/Designer Mixers at Sestri Restaurant. Members of the CLCA and Landscape Designer's Guild of Santa Cruz came together to exchange ideas, business cards, and forge new business relationships. The evening was such a success, that the chapter held a repeat performance in November at the Green Valley Grill.

June

In June, the Central Coast chapter hosted its 22nd Annual Awards Program recognizing

the best of the best in landscape construction and maintenance projects in our chapter. The event was held at beautiful Claudia's Garden at the Gilroy Gardens. What a great way to see what your peers have been up to and to share ideas in a relaxed and beautiful setting.

September

In September many of our members were out on the links at San Juan Oaks Golf Course chasing around a little ball and networking with fellow contractors and suppliers. Chris Elliott and his miracle team once again took home the Liar's Cup.



presented a crash course in sustainable landscape practices at our October dinner meeting at Cabrillo College "Sesnon House". Long time Cabrillo College instructor Lisa McAndrews exploded with a wealth of knowledge from international



At left: New member Jim Neve and Don Cox of Tree Solutions present their wares at Supplier Night in March.

Above: A crew puts in the final color at the Hospice Caring Project of Santa Cruz.

September was not all fun and games. The chapter also hosted a meeting on Water Wizardry: What's New in Water Conservation. CLCA pulled through again with a valuable educational meeting to help us grow our businesses.

October

Now more than ever, it is important that we all make a commitment to protecting the environment and creating more sustainable landscapes. As usual, the Central Coast chapter is ahead of the curve and

design concepts of the green industry to local concerns of native plantings and water reclamation. Our second speaker, Alrie Middlebrook, amazed us with her knowledge of native plantings. Her slide show expounded on the possibilities of re-establishing 'native gardens' from the smallest of gardens to entire hillsides.

November

In November, I attended my first CLCA Annual Convention in Nashville. The high

(continued on page 11)

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Contractor/Designer Mixer Part 2

by Natalain Schwartz

Our Contractor and Designer Mixer Series just keeps growing. We had 35 people in attendance at our second mixer on November 27. Those participating included CLCA members, designers, vendors and suppliers.

Following cocktails and dinner, everyone got right down to business. Once again, we utilized a speed-networking format allowing 5 to 6 minutes of one on one time between contractors and designers. Everyone was so engrossed in sharing their work and asking questions, that the timer often fell on deaf ears.

Following the networking, we held a fantastic raffle thanks to the our generous suppliers who brought wonderful raffle gifts. Chris Pavlos from Soquel Nursery brought a stunning specimen plant -- a yellow Anigozanthos. Tish O' Reilly brought a jewel box of succulents from her

nursery. New members Shelly Winchel and Rick Cook gave a generous gift of island T-

I can find out from a contractor what kind of jobs they are interested in, budget, scope etc. so I don't waste their time giving out their name for a project they don't want to bid. I know it takes a lot of time to bid a design and I want a contractor to feel it was worth their time. I wish I didn't have to give out 3 names but the clients always want choices.

Thanks for your time and effort for these mixers and the other meetings you have organized.

--Jan Nelson, Landscape Designer

shirts for just about everyone. Dennis Rabe of Graniterock Construction brought along just as many hats to go along with

the shirts. Ewing Irrigation donated a Hunter Pro C controller. Plant Providers donated a beautiful poinsettia. And, there was an assortment of bottles of wine and a CLCA Dinner Certificate. Congratulations to all our lucky winners.

The Green Valley Grill provided a great venue for the event and did a great job preparing many delicious dishes. They even provided doggy bags for anyone who wanted to take home the leftovers.

Once again, it was a successful evening of mixing and meeting. The kudos just keep rolling in (see inset)! A special thanks to Diane Turner who collected money at the door and kept track of who attended allowing the usual suspects to have fun without having to work the front table.

Thanks to all who attended and shared their work. We hope you see a 10 fold return on your investment of an evening with CLCA Central Coast chapter! Watch



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Sustainability: Soils and Water Management

Part 1 in a Series

By Dinah Irino w/Floravista – landscape design

By now most of us have heard about LEED (Leadership in Energy and Environmental Design). And soon we will start hearing more about the Sustainable Sites Initiative which has a landscape focus and will later be incorporated with the LEED rating system. In this article and the next two I will give some examples of how we can achieve a more sustainable landscape. I'll start with soils and water management.

The goal with soils is to maintain or improve soil health at the project site. Most of us know about reducing compaction, preserving the native topsoil, and using organic products; listed below are a few other things to be aware of.

- restrict equipment traffic to one designated area
- do not work on wet soils with heavy equipment
- reuse on-site rocks and boulders
- chip on-site landscape trimmings to use as mulch at the site
- use the lightest machinery available or do things by hand (consider machinery vs. labor cost)
- keep soils as undisturbed as possible by using narrower trenching
- follow up to restore areas damaged by construction

Water Management

Water management means using less and preventing runoff. There are many options available to prevent runoff. Many of which

you have probably heard of such as: green roofs, permeable paving, bioswales, retention ponds, rainwater storage systems, and grey water systems. Something as simple as contouring the land to direct rainwater into the planting beds can effectively prevent runoff. The irrigation industry has made huge progress in making products that help you use less water.

Municipalities have taken notice and are requiring use of these technologies to help them meet their water use goals. The November issue of "The Cutting Edge" talks about San Diego County's new water conservation plan. Some products that can lower water use are:

- Weather based irrigation controllers (ET controllers and on-site weather stations) This consists of a weather station to gather data about the site's microclimate and 'tell' the controller how much water is needed. You can program the controller or system module with slope, soil type, sun exposure, sprinkler type, and type of plants. These systems are available from Hunter Industries and Weathermatic. Other irrigation companies have ET Controllers but you need a subscription service to access regional weather data. On-site weather data is more accurate considering the many microclimates of the central coast.
- Use the MP Rotator (another Hunter Industries product) instead of spray and

retrofit existing spray systems. With its lower flow than spray there is less of chance of runoff. MP Rotators are an excellent choice on slopes.

- Drip irrigation systems

Next month I'll talk about plants and materials, followed by maintenance and human well-being. It's important to remember we are role models for the public. New technology is marketed to us not the consumer. Our goal is to educate them about sustainable practices. We are stewards of the environment. If we ruin the land we're out of a job!

If you have any questions or comments email me at: flora.vista@sbcglobal.net.

February Meeting

Join us on Tuesday, February 19, for an informative meeting on How to Prepare Your Landscape Projects for Judging... From a Judge's Perspective.

David Kato, Katoscapes, and Barry Elder, Ewing Irrigation will lead the discussion. Don't miss this one. Award applications will be due before you know it.

Location: Green Valley Grill
40 Penny Lane, Watsonville
(831) 728-0644

Time: No host cocktails 5:30;
Dinner 6:00;
Program 6:30 - 8:30

Menu: Delightful buffet

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Board Minutes

Reported by Jessica Petrini

November 6, 2007

Roll Call

Dennis Rabe, Jessica Petrini, Kelly Shaeffer, Steve Mc Donald, Laurie Reily, Tish

O'Reilly, Nikos Lynch, Natalain Schwartz, Leslie Jaquith, Stacey Hart, and Dinah Irino from Flora Vista Landscapes.

Items Discussed

- Kelly talked about the upcoming CLCA Leadership Conference on Jan. 29th-30th. It will be held at the Oakland Hilton. Ten board members were interested in attending.
- Tish is leaving for Nashville tomorrow to represent the Central Coast Chapter at the CLCA annual conference. Tish also showed the board the CLCA-CC print ad that was published in the Coastal Home and Garden Magazine.
- Tish discussed the work she has done with Leslie and Natalain in looking for a place to hold the 2008 Beautification Awards Banquet. They visited the Chaminade in Santa Cruz and discussed details with the Board. The Board discussed dates for the awards process and banquet dates. Steve Mc Donald volunteered to be on the awards judging committee.
- Natalain reported on the October Dinner meeting on planting native landscapes held at the Sesnon House. The event was well attended and Natalain considered it a public relations success. Many non-members attended and were interested in learning more about the CLCA and one new member joined that night.
- Nikos volunteered to be the Education representative for our chapter. Pete Gluhaich was resigned as our local representative. Nikos also presented an idea to the board for a future community service project. Nikos has been assisting the New School in Watsonville with grant writing proposals and discussed the school's interest in having an educational and working vegetable, herb, flower and fruit garden that can be a continual learning tool for the school's vocational program. Nikos will bring administrators and students to the next board meeting to provide more info on the school, its students and its vision for their garden.
- Dinah Irino from Flora Vista Landscapes proposed that the CLCA host a dinner meeting focusing on sustainable landscapes and landscaping practices. The meeting could define what is sustainable and how do these concepts pertain to and can be demonstrated in the landscape? Her thought was to also have displays with products and installed landscapes that demonstrate sustainable practices. Dinah offered to write articles in the newsletter that would focus on sustainable landscapes and discuss the L.E.E.D.s credit program.
- The board reviewed the events calendar for 2008 and made changes to the 2008 budget.

December 4, 2007

Roll Call

Tish O'Reilly, Leslie Jaquith, Nikos Lynch, Dennis Rabe, Jessica Petrini, Laurie Reily, Steve Mc Donald, Dinah Irino, and Kelly Shaeffer. Also present were guests Kathy and Don, directors of the New School and Jasmin and Magdalena, students of the New School.

Items Discussed

- Nikos started the meeting by introducing his guests from the New School. At the last board meeting Nikos introduced the idea of a new community service project involving the New School. They shared information on their school and their visions for an educational landscaped production garden. The students would be actively involved in designing, installing and maintaining their garden.
- November's dinner meeting was discussed. The event was well attended and ideas were discussed by the board for future mixer meetings in 2008.
- Kelly talked about the January party to kick off the New Year. It will be held at the Shadowbrook and will feature a life coach speaker, and a champagne brunch. The event will begin at 10:30am on 1/27/08 and cost \$50/person.
- Stacey Hart is resigning from her board positions, which will not be recreated (Public Relations & Legislative). The only available board position at this time is Membership.
- Tish proposed an idea to help the membership aspect of the CLCA. Tish proposed that associate members can have their stories published in the newsletter as places to pick up membership info for the CLCA.
- Kelly asked the board who will be attending the Leadership conference in Oakland January 29th and 30th. Five Board members have confirmed their attendance.
- The 2008 budget was reviewed again, appropriate changes were made and the Board approved the final draft which will be sent to CLCA state.
- The Central Coast Chapter has one new C-27 member- Scott Swenson from Swenson Landscapes in Watsonville.
- Tish discussed her attendance at the annual conference in Nashville. It was a great opportunity to meet and network with fellow CLCA members and Board members and to learn from other chapters.
- The board discussed topics for the February dinner meeting and it was suggested to have David Kato discuss the CLCA State beautification awards process.

CLCA Water Management Certification Test

The demand on landscape contractors to provide more efficient water management is the highest it's ever been, and will continue growing for the foreseeable future. To help landscape contractors and other green industry professionals meet this growing demand, CLCA introduced its new Water Management Certification Program in the summer of 2007. This 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.

Certification program description

CLCA offers two levels of certification:

- Full Certification: CLCA Water Manager. Pass the certification test and maintain at least one property for one year at or below the landscape water budget established by the CLCA Water Management Performance program.
- Expert Certification: CLCA Expert Water Manager. Pass the advanced certification test and successfully manage at least five properties in compliance with the established water budget.

Information and registration

For more information, a schedule of tests, study guide and to register, visit <http://www.clca.us/water/index.html>

CLCA in the Public Eye

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How would you like to stage a public relations campaign for your chapter of nearly 400 radio commercial airings for only \$750? That's exactly what the Central Coast Chapter pulled off this summer. Working through a PR firm, the chapter co-opted the media blitz with Soquel Creek Water District and Pajaro Valley Water Management Agency, as well as the city of Watsonville, Santa Cruz County, and the Water Awareness Committee of Monterey. In exchange for the chapter's financial share, CLCA members' expertise as water conservation experts was featured on three Monterey/Santa Cruz radio stations from June through September.

Meanwhile in southern California, the LA/San Gabriel Valley Chapter worked with the Upper San Gabriel Valley Municipal Water District to place a great ad in late-September in three local newspapers. The two-page spread, entitled "You Can Have A Beautiful Landscape and Still Be Water Friendly" provides consumer tips on water-saving principles, plant selection, and other landscaping factors affecting water use that can be put directly to good use. The ad points readers to the chapter's website, www.clca411.com, which links to chapter members' websites and other contact info.

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(continued from page 5)

light of the event for me was the State Trophy Awards. What an eye opening experience! My creative processes received a jump start after viewing the "Best" of California Landscapes.

I don't think that most of us are interested in the legislative process, but I do think we are interested in the laws that affect what we can build and laws that we may benefit from. The CLCA state Legislative Committee is directly involved with the legislative forces which affect our companies. They continue to lobby lawmakers at both the state and federal levels in behalf of our industry and all CLCA members.

A big eye opener for me was attending a Chapter Presidents Council meeting in July at the Sacramento office. It was good to meet with the CLCA state president as well as the chapter presidents. It put the scope of our state involvement into perspective. It was also good to meet the people behind the scenes at state headquarters. They are our direct contacts for problem solving, navigation of the web site and human resources.

Whether you're a new member of the CLCA or a long time friend, 2008 is a great year to take advantage of what CLCA has to offer. Check out the state web site at www.clca.org for answers to human resource questions, information on outdoor kitchens and other legislation affecting our industry, and information on Time and Material projects - are you within the law?

Next check out the chapter web site at www.clca-cc.org, review our calendar of events, and come to a meeting. Meet with the pros, learn something, make some business contacts and enjoy a great meal.

In closing, I would like to share these thoughts: The state awards program truly helped me zero in on the benefits of the CLCA. The following is a note I wrote to myself for this article at the Breakfast of Champions held in Nashville. "CLCA is about shared experiences, through commentary and understanding, about what it takes to be in business, run a company and build relationships that make our lives worth living."

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Below you will find our Partners for Success menu and sign up form. If you have any questions please contact Dennis Rabe of Graniterock at 831-471-3418 or Laurie Reily at 831-335-2102.

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- Awards Dinner for one
- Name on Banner and in Chapter Newsletter

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CLCA Leadership Conference

On January 29-30, 2008, CLCA will host its annual Leadership Conference at the Hilton Oakland Airport Hotel in Oakland.

On Tuesday, January 29, 2008 chapter officers and invited guests will receive practical "hands-on" leadership training that can immediately be put to use. During this portion of the conference, members will network and sharpen their management and leadership skills.

On Tuesday evening, join your colleagues in honoring those who served the association in 2007 and in recognizing those who have stepped up to the plate in 2008 at the Installation Dinner.

Following a networking breakfast on Wednesday, January 30, Dr. Nate Booth will give a special presentation on *Legendary Leadership In Times Of Rapid Change* (see article at right).

For more information or to register, visit www.clca.us/leadership/ or call (800) 448-2522.

Leadership In Times Of Rapid Change

Rapid and never-ending change is a constant factor in our personal and business lives. Some people live at the mercy of change and avoid it at all costs. Others try to cope with change and just "hang in there." But people who discover how to master change are a different breed. They know that rapid change levels the playing field and creates tremendous opportunities for anyone who knows the new rules, and uses change to their advantage.

On January 30, at the CLCA Leadership Conference, Dr. Nate Booth will not only describe how to take full advantage of those new rules, but how you can also create them yourself to advance your company beyond its current level of success.

For over 30 years, Nate has been relentlessly studying, applying, and successfully coaching people in the art of thriving in times of rapid change as a noted leadership speaker. He was the head corporate trainer for The Anthony

Robbins Companies, and worked closely with Robbins for a decade in the development and delivery of corporate and association programs. As a professional leadership speaker, Nate has delivered over 1,600 presentations throughout the world to organizations including AT&T, Century 21, Eastman Kodak, Honeywell and IBM. He has been honored as the #1 presenter (out of 50) at Inc. Magazine's Fifth Annual Conference on Customer Service, and #1 (out of 20) at the National Automobile Dealers Association annual convention.

During his presentation at the Leadership Conference, Nate will describe the six psychological aspects of change, teach the three most important skills needed to make the most of change, and provide attendees with specific strategies to guide others through the three stages of change that everyone experiences.

For more information or to register, visit www.clca.us/leadership/ or call (800) 448-2522.

LIS Show 2008 – Everything You Need!

With more than 300 exhibitors and 26 seminars, the 2008 Landscape Industry Show is an excellent opportunity to find that new product you've been searching for, or get the answers for services and products you need.

Back in 1979, a group of landscape contractors, all members of the CLCA, decided they needed a show that was both hands-on and educational. The first Landscape

Industry Show was launched in April 1980, and it has been the west coast's premier landscape show since then.

This year's seminar schedule continues that tradition of excellence, with classes and workshops covering all aspects of the green industry. Some of the seminars are also being taught in Spanish. Visit the website at www.clca.us/lis to find the learning opportunities that you're looking for.

The 2008 show committee is excited by the wide variety of exhibitors this year, all eager to give you the knowledge your company needs. On the show floor, you'll find friendly people eager to show you what's available to make your job easier.

For more information or to register for the show, visit www.clca.us/lis

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San Francisco Flower and Garden Show

Salmon Bay Events, organizers of North America's third- and fourth-largest flower and garden shows, recently announced a new theme and initial details surrounding the San Francisco Flower & Garden Shows (www.gardenshow.com) taking place in March 2008.

"Today's most important gardening trend is that more and more people are coming to view their gardening areas, including yards and decks, as vital living spaces," said Duane Kelly, chairman and

founder of Salmon Bay Events. "With that in mind, we chose a theme that reflected that growing movement – Live Beautifully. Live Outdoors."

The San Francisco Flower and Garden show, the fourth largest spring flower and garden show in North America (and the largest in California), provides expert and aspiring gardeners with four acres of inspiring ideas and useful information with its 25 display gardens, more than 60 free seminars, 250 exhibits with thousands

of products and services, as well as a gardening activity area for children.

Show Favorites

Display Gardens – 25 display gardens by the West's top garden designers and creators will come in all sizes and all purposes—gardens for entertaining family and friends, artist-inspired sanctuaries, edible gardens, tropical havens, low-maintenance and low-water gardens, and sustainable gardens featuring California natives and recyclable materials. Several gardens will feature beautiful container plantings, water features and stonework. For the first time, there will be 8 "New Wave Gardens" featuring prominent young designers and artists. The gardens will be judged by David Stevens, Lucy Hardiman and C. Colston Burrell.

Sproutopia: A Place for Kids! Activities and presentations for kids on the Sprout Stage. Fun for the whole family!

Hot Plant Picks – Learn about the hottest new plants in the industry presented by the California Horticulture Society.

Seminar Series and DIY Workshops – Sponsored by Sunset magazine, the series features over 60 exciting free lectures and hands-on demonstrations by horticulture and garden design experts.

Flower Lobby – Floral displays designed by California Garden Club members. Orchid and succulent displays too.

Bonsai – Experience one of San Francisco's largest collections of miniature specimen trees.

Marketplace and Plant Market – A garden-lover's shopping paradise where more than 250 retail exhibitors. Artisans and organizations offer the latest and greatest in advice, plants and garden-related items. Unlike typical "home and garden shows," exhibitors are juried to insure that only the highest quality products are displayed.

The 2008 San Francisco Flower & Garden Show will be held on March 12 – 16, 2008, at the Cow Palace, 2600 Geneva Avenue, Daly City. For more information on the show, visit www.gardenshow.com.



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2007 Central Coast Chapter Partners

As we begin a new year, and begin asking for your support for our events in the coming year, we would like to take this one last opportunity to thank our Chapter Partners for 2007. Your support allowed us to host several great events and keep our chapter strong and vibrant. 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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Calendar of Events

January 16, Sacramento Valley Landscape and Nursery Expo, Sacramento Convention Center. www.sacvalexpo.com.

January 27, Champagne Brunch. 10:30 a.m. Meet & Greet, 11:00 a.m. Brunch, 11:30 – 12:30 Presentation. Shadowbrook Restaurant, 1750 Wharf Road, Capitola. \$50/person. Natalain at (831) 763-2002 .

January 29-30, CLCA Leadership Conference. Oakland. Contact CLCA hq at (800) 448-2522 or hq@clca.org.

January 31, 9 a.m. to 5 p.m. NorCal Trade Show. San Mateo Event Center. Visit www.norcaltradeshow.org .

February 5, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

February 27-28, Landscape Industry Show. Los Angeles Convention Center, South Hall. Contact CLCA HQ at (800) 448-2522 or www.clca.us/lis.html.

February 29, 5:30 p.m. no host cocktails, 6:00 p.m. dinner and program. Chapter dinner meeting. Green Valley Grill, Watsonville.

March 4, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

March 12-16, San Francisco Flower and Garden Show. Cow Palace.

April 1, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

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

June 3, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

June 23, Smart Gardening Fair, Scotts Valley's Skypark, 361 Kings Village Rd, Scotts Valley. www.smartgardening.org.

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.

July 19, Chapter Beautification Awards, Chaminade Resort & Spa, Santa Cruz.

August 5, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

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

October 7, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

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 contact CLCA hq at (800) 448-2522 or hq@clca.org.

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



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