

Calendar of Events

January 29, Nor Cal Show - San Mateo.

February 24, Dinner Meeting, 6:00 p.m.
Peterson Tractor, 13155 Sycamore Ave.,
San Martin. See page 1.

February 25-26, Landscape Industry
Show. Los Angeles Convention Center.
Contact CLCA headquarters at
(800) 448-2522 or hq@clca.org or see
www.clca.org.

March 18-22, San Francisco Flower &
Garden Show. San Mateo. www.garden-
show.com.

July 15-18, CLCA Summer Meeting.
Lake Tahoe. Contact CLCA HQ,
(800) 448-2522 or hq@clca.org or see
www.clca.org.

Fall TBA, CLCA annual convention,
Las Vegas. Contact CLCA HQ,
(800) 448-2522 or hq@clca.org or see
www.clca.org.

Spring CLT Test to be Held in San Diego

The Certified Landscape Technician Field Test will be given in San Diego on March 28, 2009 at Cuyamaca College in El Cajon. The application for the 2009 CLT test is now available from CLCA or at www.clca.org/clca/education/certification.php. Please note that the written exams are now separate from the field test. Employees will likely want to consider:

March 28, 2009: Cuyamaca field exam
PLUS

February 26: Landscape Industry Show/LA written exams or
Since the written exams are difficult, it will be beneficial to have more opportunities during the year for written exams, and the field testing day will be smoother without class work. The June 6, date could work as a 'make-up' exam; if they miss a few written exam problems but otherwise pass the field, they can come back to complete the certification. Of course, fees for a retest would apply.

We expect the one day test to sell out, so encourage your employees to sign up early. Feel free to contact Dan Conger at Benchmark Landscape (858) 513-7190 or David Silva at CLCA Headquarters (800) 448-2522 for more information.

JANUARY 2009

February Dinner Meeting:

Meeting

The Central Coast chapter

Where Peterson Tractor
13155 Sycamore Ave.
San Martin, CA 95046

When February 24, 2009
6:00 P.M

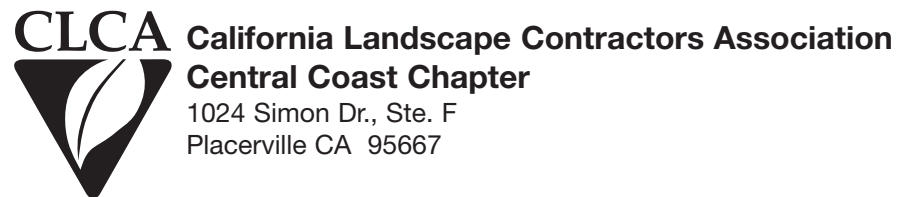
Cost \$15.00 per person

Goal To bring together current and future members of the Central Coast CLCA in order to build a foundation of team work through education and cooperation among Landscape Professionals.

Objectives Greet and acquire updated email information from current and future members
Bar BQ Dinner
Social Networking
Informative Speaker: TBA
Topic: "How to Read Your Client"

RSVP Harley Ramirez, Sales Representative
Peterson Tractor Company
13155 Sycamore Ave.
San Martin, CA 95046

Office (408) 686-1195
Fax (408) 686-1194



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INSIDE

Chapter & State Directory	2
Chapter Message	3
CLCA in Hawaii	4
San Francisco Flower Show	6
Board Minutes	8
Opportunity Knocks	10
Treasurer's Report	13
Soil: Civilization's Life Blood	14
Chapter Partners	15
Calendar of Events	16

2009 CLCA Central Coast Chapter Directory

Immediate Past President

Nikos Lynch, Terra Bella Landscaping
1500 Graham Hill Road, Suite C
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(831) 479-1629 / Fax (831) 427-0222
nikos_lynch@yahoo.com

President

Kelly Shaeffer, Plant Providers
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Kelly@plantproviders.net

President-Elect

Open Position

Treasurer

Laurie Reily
6749 E. Zayante Road
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Secretary

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(831) 335-2102 / Fax (831) 335-3189
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Membership

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Cell (408) 981-7262
mruscoe@ewing1.com

Event Coordinator

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13155 Sycamore Ave.
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141 Holiday Drive
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Associate Member Rep

Dennis Rabe, Granite Rock
303 Coral Street
Santa Cruz, CA 95060
(831) 471-3400 / Fax (831) 471-3401
drabe@graniterock.com

Awards Banquet

Natalain Schwartz, Natalain Schwartz Design & Project Mgmt
P O Box 682
Capitola, CA 95010
(831) 763-2002 / Fax (831) 475-7795
natalain@aol.com

Liaison to the Board

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6749 E. Zayante Road
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Liaison to the Board

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Liaison to the Board

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Resource Management

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info@devagardens.com

Seascope Editor

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jsb@beardassociates.com

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Sacramento CA 95815-8899
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(916) 830-2788 Fax
email: hq@clca.org

CLCA Mission Statement

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

CLCA Vision Statement

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

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



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Mike Hertzler (800) 761-9191

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Bob Wade (949) 494-2130

Director of Education

Jon Robert Alsdorf (559) 276-1726

Director of Membership

Javier Lesaca (661) 836-0229

Director of Resource Mngmt

Frank Niccoli (650) 592-9440

Chapter Presidents Council So

Kevin Fairchild (714) 541-1000

Chapter Presidents Council No

Ted Sandrowski (530) 345-6101

Associate Member Director

Barry Elder, Jr. (559) 906-9532

CLCA Central Coast Chapter Past Presidents

2009 – Kelly Shaeffer

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 Ross

1974 – Ray Sumida

1973 – Henry Yaminishi

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Full page	\$2600	\$2750
Insert (one issue)*	\$300	\$450

*Advertiser to supply 550 copies of insert.

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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| Delta Bluegrass | Hunter Industries, Inc. |
| Ewing Irrigation | Hydro Turf, Inc. |
| FX Luminaire | |
| Landscape Contractors Insurance Services | |

Redwood Partners - \$600

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

- | | |
|-------------------|-------------------------|
| Abbotts Pro-Power | Pondsway |
| Grass Farm | Tractor Equipment Sales |

Maple Partners - \$250

One golf tournament entry, one ticket to the awards dinner, two tickets to the Holiday Dinner, plus recognition on the chapter banner and in each issue of the chapter newsletter.

- | | |
|----------------------------------|--------------------------------|
| Far West Landscape & Design | Natalain Schwartz Design |
| Greenstreak Landscaping | Prime Landscape Services |
| Houle Landscape Maintenance Inc. | Jerry Allison Landscaping Inc. |
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We appreciate our partners, whose support helps make possible many Chapter events. To become a Partner, call Laurie Reily (831) 335-2102.

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Soil: Civilization's Life Blood

by Mary Ann Griese, Foothill Hort Club Officer/ Education Director

Change occurs constantly. Today's events stimulate hope along with confusion and doubt. In such times it is wise to look at the big picture. Geologic time on our blue planet is a good place to start. Our biosphere, having born witness to eons of life, is our dwelling place. Now, the press of our own humanity demands our attention and care of our civilization as never before. Our species' success now taxes Earth's natural systems set in place long before our arrival. Natural, physical laws supercede our own, of this we now become aware. Disharmony seems to reign now, yet its roots may hail back thousands of years to when we first domesticated animals. Events today force us, highly intelligent beings, to emerge from our conditioning in order that metamorphosis occurs.

One salient fact is that civilization's success or failure depends on how its people care for the soil. World- wide erosion and desertification threaten our biosphere. Fortunately we now better understand soil and its microbiology through our advanced technologies. This builds momentum in agriculture now and begins to do so in landscaping. Soil is key, pivotal for all of us in facing our global challenges. In this regard people, we, who work with the soil, become ground zero. By dint of this humble fact, we're keepers of civilization's life blood - the soil.

The golden window of opportunity opens widely to us now. As landscape professionals we serve multiple properties in a day and each year, allowing us to make a difference to our environment by

being caretakers of the soil and its microbiology. It returns the favor with healthier plants, better water capacity, and it does so in a self-sustaining manner. Self-sustaining soil environments reduce callbacks, reduce need for fertilizer and pesticide inputs, and reduce need for excess watering. Every small step minimizes soil damage and might just make more profit for our businesses while benefiting the environment.

Chapter Message

Winter is a time for...

by Jose Paraisero

Winter is so hard on my landscaping business. Should I start the job, or should I wait for better weather? Sometimes I don't have a choice, the customer is ready, and I need the money to pay the bills. Many times I wonder how companies manage to survive in colder climates where they have snow and much more rain than we do here. I read a CLCA article and it helped me learn how to add winter time projects to what I do to help keep the money coming into my business. So now in the winter I help contractors install erosion control products, install (and take down) Christmas lights, I prune fruit trees and wrap water pipes for my maintenance clients, and I do clean up after the storms go through. I do everything I can to help my building contractors and clients so they will think of me the next time they need to hire someone to help them on their project. As the business has slowed down, my friendships with the people I have worked for are helping me get more work, and that has been really important to keeping me going now that business has slowed down.

One of the good things about the winter is that I am able to attend more classes

and demonstrations that my suppliers have during the first part of the year. They seem to do more during this time of year and it is great for me to have the opportunity to learn more about the new products and techniques that I can use in my business. To find out about the events, I always ask when I am in their stores to see if they are going to be having one soon. I have learned about pavers and walls, stucco and plaster, irrigation and timers, and building ponds. One of the best local shows is hosted by the CLCA. The Supplier/Membership Night coming up on March 31st at the Aptos Seascapes Golf Course has always been a great place for me to get to know the local suppliers and some of the other contractors from the area. I have met a wide variety of suppliers from the local nursery's, building material suppliers, and product manufacturers at the event. One of the best things is that the dinner is free for anyone holding a contractor's license and the raffle prizes are really great. You don't have to be a member of the CLCA to attend, but of course we would really like you to sign up, so be sure to attend this great event.

Our chapter usually has its general meetings on the last Tuesday of each month. I had a great time at the January meeting. We had Ryan Eliason speak to us about building our business and about how we can each do better in these tough times. We need to thank Natalain Schwartz and Harley Ramirez for putting on such a nice event for us. Harley is taking over the event planning from Natalain who is taking on the planning for our 2009 Beautification Awards. Thank you Natalain, you have done a really great job planning our monthly events for the last couple of years. Look for news about this month's meeting in your email and on the chapters website. Happy Valentines to you all!

Good news members!

The 2009 CLT application is now available online, in the following attachment or in this month's Cutting Edge.

FYI- Starting this year, written tests & field tests are now held on different days. Written test dates begin on January 7th, 2009 in Sacramento and held throughout the year in a location near you.

<http://www.clca.org/clca/education/certification.php>

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CLCA Pulled Out All The Stops in Hawaii



Steve & Heidi McDonald, Regan Barry, Carol Johanson, presenter, and Kelly Shaeffer with the Humanitarian Award presented to Central Coast Chapter for work on the Hospice.

I must admit that I love to jump on a plane and go almost anywhere, especially Hawaii. So when I found out that CLCA was going to the "Big Island" I put it on my calendar as a "got to go". My wife Hydie and I have been twice before with CLCA, once to Kauai and once to Oahu, and twice on our own. We like to going with CLCA because it gives us a chance to meet new people and catch up with old friends. And maybe learn a thing or two. Over the years we have been to San Diego, Vancouver and a couple times to Tahoe, my favorite along with Hawaii.

Unfortunately, we could only get away for five days and flying takes up two days, especially when you have to transfer planes on Oahu. None the less, we figured if we didn't go now, we might never get to the big island of Hawaii. Getting up before the crack of dawn may not seem like fun, especially since the reason for leaving so early is so you can take your shoes, belt and any item that that Homeland Security deems subversive off. But to me it's an adventure.

We arrived at our hotel in the late afternoon just in time to check in, check out the hotel surroundings and get to the "meet



Above: Sunset cruise

At right: Kelly on sunset catamaran cruise



and greet" where they had some great appetizers and some lackluster Mai Tai (we have tasted the Mai Tai at the Royal Hawaiian and nothing compares). I must say there is nothing like a great cocktail party to start off a vacation, "oops" I mean business meeting.

The next three days went by in a flash. We found out really quick that the big island is not the typical tropical Hawaii. The side of the island we stayed on was covered in black volcanic rock as far as you could see. It wasn't until we drove around the island, which takes all day unlike the other islands; we came across the tropical side of the island. There we found lush foliage and beautiful waterfalls along with papaya and macadamia orchards.

On day two I went to the breakfast meeting which featured an entertaining workshop with Mikki Williams. She gave us all a DISC test or what I call a personality test to everyone. After answering a list of questions, the test breaks down you into four areas: Dominance, Influence,

Steadiness, Conscientiousness, these four areas give the test its name. Turns out I am a "High C", "low I" after graphing our answers. On the first two graphs I was labeled a "perfectionist". After hearing I was a perfectionist, my wife couldn't stop laughing. Luckily the third graph listed me as an investigator. I think she could live with that. Now you

Water Management Certification

A significant amount of California's fresh water goes toward irrigating landscapes. Our state's population has increased to the point where demand is exceeding our existing water supplies. The demand on landscape contractors to provide more efficient water management is the highest it's ever been, and will continue growing.

To help landscape contractors and other green industry professionals meet this growing demand, CLCA developed its

Water Management Certification Program. This program is designed as a practical, profitable solution with a simple goal: to train water managers to provide customers with good to excellent landscape appearance using the right amount of water based on actual plant requirements.

How to Obtain Certification

1. Register for the Performance Program by contacting John Moore by email at

h2omanager@charter.net, or by phone at (775) 225-7346.

2. Download the study guide for the written test at www.clca.org
3. Test dates, times and locations are provided on the previous page. Watch for new test dates on the website at www.clca.org.

Treasurer's Report

by Laurie Reily, Treasurer

November 2008

Opening Checking Balance:	\$10,792.94
Income:	\$1,345.90
Dinner Meetings	\$955.00
Newsletter Advertising	\$322.50
Meeting Reimbursement	\$68.40
Disbursements:	\$1,730.32
Board Meeting	\$56.85
Membership Night	\$500.00
Membership	\$115.00
State Meetings/Seminars	\$1,058.47
Ending Checking Balance:	\$10,408.52

December 2008

Opening Checking Balance:	\$10,408.52
Income:	\$3,327.50
Dinner Meetings	\$40.00
Newsletter Advertising	\$287.50
CLCA Points Rebate	\$3,000.00
Disbursements:	\$5,983.04
Board Meeting	\$117.77
Speakers	\$242.87
Newsletter	\$4,297.40
Other Pub./Banner	\$595.00
Treasury	\$230.00
President's Fund	\$500.00
Ending Checking Balance:	\$7,752.98

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may be wondering how this relates to the business world, so was I and that is why Mikki was there. She explained that you need to know who you are. You need to know what your strengths are and what your weaknesses are. How do you improve yourself if you don't what your weaknesses are? And as Mikki explained it, when you are hiring people you tend to hire people just like you, which is probably the opposite of what you need to do. With this knowledge you could hire people that will help you with your weaknesses.

On the last night CLCA pulled out all the stops with the 52th Annual Trophy Awards. The jobs entered were amazing. The judges told us the jobs ranged in cost from \$10,000 to 8 million. The central coast got their share of awards. The central coast chapter won the Humanitarian Award, along with Blue Spruce, for the work done on the Hospice. Coastal Evergreen won first place in the Small commercial category: Great Job Regan and company. Give a high five to John David and his company Prime Landscape Services for winning first

place in the Large Residential category.

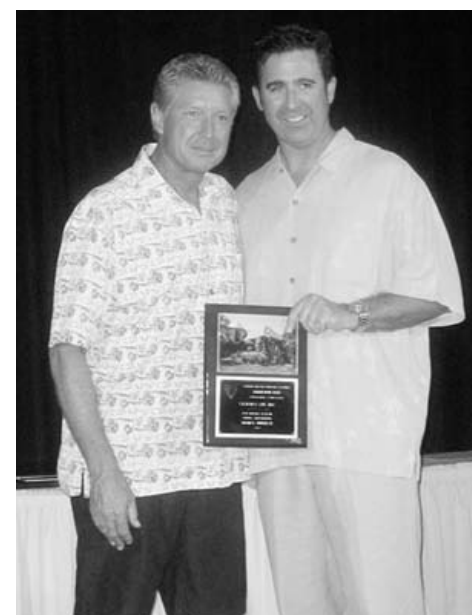
Overall this was another great trip put on by CLCA. We always have a good time, so take a chance and go to a summer or fall meeting. You will see some great sites, meet new people and gain new ideas for your business. See you on the road.



Lori & Regan Barry



Top row: George Tucker (with wife below), Heidi McDonald, Mike Ruscoe, Kelly Shaeffer, Steve McDonald, Carol Johanson. Bottom row: Mrs. Tucker, Lori Barry, Regan Barry



Regan Barry accepting first place award by President Pete Dufau for Commercial/Small Industrial Project.



Awards banquet

GREENEST EVER SHOW AT NEW LOCATION: SAN MATEO EVENT CENTER

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Innovative green ideas and products, fun activities, inspiring beauty, industry experts, eco-friendly tips and money-saving suggestions for do-it-yourselfers await everyone at one of the world's largest and most celebrated spring garden festivals: The San Francisco Flower & Garden Show, March 18-22 at a new location -- the San Mateo Event Center. Now celebrating its 24th year of inspiring gardeners, the San Francisco Flower & Garden Show is very different from the typical home and garden show. It is known as the most cutting-edge of the top six garden shows in the world for its stunning garden displays, educational offerings and top-quality gardening

products. This year's eco-friendly theme is "Sustainable Spaces. Beautiful Places." There is plenty for garden lovers at all levels and ages to do, see and experience -- full-size show gardens, free talks and practical workshops led by gardening experts, educational exhibits, an educational and activity area for families, wine, beer and food, live music, as well as shopping for the finest plants, garden art, tools, green products and specialty items that are difficult to find anywhere else.

INCREDIBLE GARDENS

25 display gardens by the West's top garden designers and creators will come in all

sizes and all purposes, and most will share green gardening practices. Show-goers will see beautiful examples of gardens with green roofs, drought-tolerant plants, containers. Additionally, there will be low-maintenance gardens, an edible garden and sustainable gardens featuring California natives and recycled materials. The display gardens will be judged by Steve Lorton, Katherine Whiteside and Rosemary Alexander.

FAMILY FRIENDLY AND FUN

Kids and the young-at-heart alike will especially enjoy the colorful display gardens and learning more about carnivorous

We scrutinized the bids. We considered: going to four ten-hour days vs. five eight-hour days, eliminating paid drive time, reducing the margin put on subcontracted work and using new types of equipment (mini-excavators, tracked loaders, soil renovators, etc.). Most importantly, we realized that the annual revenue generated by each full-time field employee could be increased significantly simply by setting daily goals for all crews. John and George had to get more proactive with the crews and hold them accountable to daily production goals.

We also set bidding and sales goals for John and George. We implemented what I call the Bid Board. It is an MS Excel worksheet that tracks the status of all bids and compares annual progress toward the sales budget for the year. I wanted both John and George to know, on a daily basis, exactly where they were in relation to their sales goals.

The last thing that I did for John and George was to refer them to a marketing expert who could help them with their marketing. It's not enough just to know your numbers. You also need to generate enough leads to ensure that you get enough work.

Conclusion

2009 is going to turn out to be a "desperate" year for many contractors especially the ones who are not prepared for it. I have to commend John and George because they took the time, made the effort and spent the money to implement a strategy for 2009. They knew that their survival might be at stake. If 2009 turns out to be better than we expect, they will be prepared for it. However, if it turns out to be as bad as some of us expect, they will have taken the measures necessary to "price their work right" and "produce enough of it". Sound familiar?

Chaos creates opportunity for those who are prepared for it. Are you prepared for 2009? If not, you might want to follow John and George's example.

This article was adapted from James Huston's books, How to Price Landscape & Irrigation Projects and A Critical Analysis of the MORS Estimating System. The author presides over J.R. Huston Consulting, a Colorado based firm, which specializes in construction and services management consulting to the Green Industry. Mr. Huston is a member of the American Society of Professional Estimators and he is one of only two Certified Professional Landscape Estimators in the world. For further information on the products and services offered by J.R. Huston Consulting, call 1-800-451-5588, e-mail JRHC at jrhc@jrhuston.biz or visit the J.R. Huston Consulting web site at www.jrhuston.biz.

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Opportunity can knock even in chaotic times

by Margaret Hepp, Managing Editor, mhepp@GIE.NET

INTRODUCTION

The 2008 season is ending as one of the weakest ones on record. In my 22 years as a management consultant to the Green Industry, I have never seen a year end so weakly. Neither have I seen an upcoming year look so bleak nor chaotic. How is 2009 shaping up around North America? It isn't! The residential installation market all but dried up at the end of October. Clients are reluctant to "pull the trigger" on new work. The commercial installation market is in somewhat better shape. However, the pipeline of work that we have seen in the last twelve months is tapering off quite significantly. In order to maintain some form of cash flow, contractors are jumping into new markets, often at their own peril. Residential installation contractors are trying to break into the commercial or public works installation markets. Almost everyone is trying to enter the irrigation service or lawn maintenance markets, to name a few.

No one can "crystal-ball" 2009 with any accuracy. However, it's probably safe to bet that it will be one of the most chaotic years that any of us has ever seen. I tell my

clients, "Hope for the best but plan for the worst." Be prepared for just about anything that the market throws at you. But how do you prepare for such chaos?

How to prepare for 2009

I just returned from working with a new client on the West Coast. Let's call them John and George. They called me four weeks ago and started inquiring about my services and what I might be able to do for them. For a number of years they had been installing commercial landscape and irrigation projects. 2008 started strong but by years end, they had cut their crews in half and had seen their backlog dry up to a point where they questioned their survivability as they headed into 2009.

Fortunately, they had maintained good financial discipline during the good years. Their general and administrative (G&A) overhead costs were low and most of their equipment and vehicles were paid for. But they had a problem and they knew it. Their cost estimating left much to be desired. They lacked confidence in their ability to identify their costs accurately. A "materials-times-two" approach combined with unit prices plucked from mid-air just would not

cut it in the current market conditions. They had to zero in on their costs in order to identify their break-even point (BEP) and gross profit margin (GPM) on jobs being priced. They needed to know when to say when and walk from a job. In this market, the job that you walk away from is often more important than the one that you accept.

John and George dug in and did their homework before I arrived for a day and a half of consulting. They read my material and put together a preliminary budget for the new year. They also gathered their cost data and upon my arrival we hit the bricks running.

We finalized their 2009 budget, calculated labor burden, G&A overhead, cost per hour rates for each piece of equipment and the gross profit margins on a number of jobs. We also calculated crew labor rates for all types of work with their corresponding BEP and GPMs.

Once we did all of the above, we tore into jobs that they were pricing. Estimating the costs for materials, equipment and sub-contractors was the easy part. However, it was (and always is) the labor production rates that proved the greatest challenge to estimate accurately. If you are going to blow a bid, 90% of the time you will underestimate the number of man-hours in a project or service being priced.

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plants and insects. The "Sproutopia" area will have hands-on activities and green gardening workshops especially for families (free with show admission). Musical entertainment and special presentations are planned as well. Discounted ticket prices for youth and students make it affordable to bring the whole family. Children 5 and under are free.

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WHEN/WHERE

Wednesday, March 18 through Sunday, March 22 at the San Mateo Event Center, 2495 South Delaware St., San Mateo, 94403. The show is open from 10 a.m. to 8 p.m. Wednesday through Saturday. On Sunday, the show is open from 10 a.m. to 6 p.m.

TICKETS

A one-day adult ticket purchased at the door is \$20. Those who purchase a one-day advance adult ticket online (printable at home), by phone or at Bay Area nurseries through March 17 pay only \$16. Students, 18-25, with valid student ID, \$9 at the door. Youth (6-17) \$4. Children 5 and under are free. A 2-day ticket is \$29. Half-day tickets from 3 p.m. to closing Wed. through Sat. (Sun. at 2 p.m.) are \$13 at the door. The All Show Pass allows unlimited access to the

show, \$65. Group tickets (20 or more tickets by arrangement), \$15.

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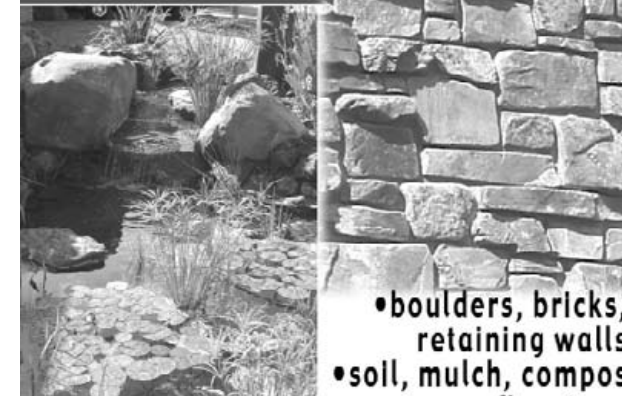
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Board Minutes

Reported by Jessica Petrini

December 16, 2008

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

Roll Call

In attendance were Kelly Shaeffer, Nikos Lynch, Natalain Schwartz, Jerry Allison, John David, Jessica Petrini, Laurie Reily, Dennis Rabe, Harley Ramirez and Steve McDonald.

Leadership Conference

The meeting began with discussions about the upcoming CLCA Leadership Conference in January of 2009. Central Coast board members who will be attending are Kelly Shaeffer, Nikos Lynch, John David and Jerry Allison.

Hawaii Annual Meeting

Kelly discussed the annual meeting in Hawaii last month. Central Coast members and their significant others who attended were Steve McDonald, Kelly Shaeffer, Regan Barry, George Tucker from Spring Valley Nursery and Mike Ruscoe. Kelly shared with the board the First Place Plaque that the Central Coast Chapter won in the CLCA State Trophy Award's Humanitarian Category. The project site is the Hospice office located in Scotts Valley. The board agreed to give the plaque to Hospice, presented by Regan Barry. Jerry will be contacting local media organiza-

tions for press releases on the award winning project.

Jose Pasaisero

Last month's planning meeting was discussed. It was agreed that Kelly would remain in the President's position until a replacement is found. The remaining board members agreed to take on many of the president's responsibilities and to take turns writing the President's Message for the Seascope newsletter. It was agreed that the President's Message would be written by Jose Pasaisero. Jose is a fictitious character who is a composite of all board members and their professional experiences.

New State Public Relations

Jerry reported on a recent conversation he had with the new state Public Relations employee, Barbara. It is CLCA State's desire to have four spokespersons from each chapter to interact with the press. CLCA State is also funding a program where well known industry magazines will have a link on their web site that will direct people to the CLCA state and local web sites.

January Meeting

Harley Ramirez, the board's new Events Coordinator discussed the January meeting at Peachwoods. Ryan Eliason will be giving a presentation on time management and success principles for business professionals. Details of the meeting were discussed, including the interview and it was decided that the chapter cannot pay for interviewing speakers and if such a meeting is needed, CLCA will fund it only with

prior approval and dollar amount limit.

Partners for Success

Dennis reviewed the 2008 Partners for Success list and listed those businesses who have renewed for 2009. The board discussed ways to bring in those who have not yet renewed as well as new Partners for Success members.

Chapter Projects

Prospects for 2009 Chapter Projects were discussed and Nikos agreed to follow up with the Coasta Noa School in Santa Cruz. Last year the Coasta Noa School gave a presentation on ideas for a project, but the board decided to work at the New School in Watsonville for the 2008 project. It was brought up that if possible, the Chapter Project should also involve educational opportunities for not only CLCA members, but also the community.

New Student Discount

It was also agreed that students will receive a \$10 discount off all dinners and events in 2009.

The meeting was adjourned at 7:45pm.

January 8, 2009

Meeting was called to order at 6:00 PM

Roll Call:

Kelly Shaeffer, John David, Dennis Rabe, Jerry Allison, Tom Reily, Thomas Witz, Harley Ramirez, Barbara Olsen & Laurie Reily.

Board News:

The board voted on and approved that the Board meetings will be held at 6:00 PM the first Thursday of the month at Tony &

Alba's in Capitola.

Since there is not an "Acting President" to date, Kelly Shaeffer has served the last two years as President, the board will be taking turns in providing the president's message for the newsletter, as Jose Paraisero, heading the board meetings and dinner meetings and also taking turns representing the Central Coast Chapter at CPC meetings as President, until a permanent President can be found.

The current 2009 Board Members are:

- President – Kelly Shaeffer
- President Elect – open
- Immediate Past President - Nikos Lynch
- Secretary – Laurie Reily.
- Treasurer – Laurie Reily
- Event Coordinator – Harley Ramirez
- Awards Banquet – Committee Chair Natalain Schwartz
- Membership – Mike Ruscoe
- Associate Member Representative – Dennis Rabe
- Communications/Golf Tournament – Steve McDonald
- Education/Scholarship – Nikos Lynch
- Public Relations – Jerry Allison

Upcoming Events:

Harley Ramirez announced that the February dinner meeting on February 24 will be a BBQ held at Peterson Tractor in San Martin. The topic to be discussed will be "How to Read your Client"

The Leadership Conference will be in LA on Tuesday, January 13th – Wednesday, January 14th. Jerry Allison will attend as President, also Nykos Lynch and Mike Rusco will be representing the Central Coast Chapter.

The treasurers report was viewed see full breakdown in newsletter.

The Central Coast Chapter won first place in the Humanitarian Award category at the 2008, CLCA Trophy Awards, for the Hospice Caring Project, in Scotts Valley. This was the chapter project headed up by Regan Barry of Coastal Evergreen. The Award was received by Kelly Shaeffer at the State Awards and then presented to

Thomas Witz of Coastal Evergreen.

Dennis reported that with the awards being held on June 27, 2009 that the judging for the awards needs to take place on May 28th and 29th, making the deadline for entering April 28th. Dennis suggested that the Lighting judges judge the lights during the day to really be able to see placement and wiring and at night to view the lights.

Updating the Chapter website was discussed and the board voted and approved on asking Ki Bowman, if she would be interested in taking on this project with a budget of \$100/month. Laurie will talk to Ki about this.

Meeting adjourned 7:30 PM



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