

The Seascape

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



Chapter Calendar Update

Please mark your calendars for these important upcoming events.

- Thursday, Nov. 3 **Chapter Board Meeting**, 12:00 pm, The Crepe Place, Santa Cruz
- Nov. 16-19 **CLCA Annual Convention**, Maui, Hawaii, www.clca.org
- Thursday, Dec. 1 **Chapter Board Meeting**, 12:00 pm, Little Tampico, Soquel
- Friday, Dec. 2 **CLCA Water Management Certification Full Test and Workshop**, 8 am-4:30 pm Ecology Action Headquarters, 877 Cedar St., Ste. 240, Santa Cruz, www.clca.us/water-pro

Wednesday, Dec. 7 **Holiday Get-Together** 7:00 pm, Hula's Island Grill
212 Cathcart St., Santa Cruz (831) 426-4852. Casual attire. "White Elephant" (\$10 or less) gift exchange. Please wrap gift with recycled paper or cloth! RSVP to Andrew Tuckman: andrew.tuckman@visionrecycling.com.

- Wednesday, Jan. 18 **Certified Landscape Technician (CLT) Written Test** 9 am-noon
CLCA Headquarters, 1491 River Park Drive, Suite 100, Sacramento, CA 95815, (916) 830-2780. Deadline to register is Jan. 13, 2012.
www.clca.us/certification/test.html
- Wednesday, Feb. 1 **Construction Math Seminar**, 8:30 am-11:30 am, Los Angeles, CA
Register through Landscape Industry Show, www.clca.us/certification/seminars.html
- February 1-2 **Landscape Industry Show (LIS)**, Los Angeles Convention Center,
1201 South Figueroa Street, Los Angeles, California 90015
- Thursday, Feb. 2 **Valve Troubleshooting Seminar**, 8:30 am-11:30 am, Los Angeles, CA.
Register through Landscape Industry Show, www.clca.us/certification/seminars.html
- Tuesday, Mar. 27 **Chapter Supplier/Membership Night**, Seascape Golf Resort
- Saturday, Mar. 31 **Certified Landscape Technician (CLT) Field Test**, Cuyamaca College, San Diego, www.clca.us/certification/test.html

November/December 2011



I N S I D E

Chapter Calendar	1
Chapter & State Directory	2
President's Message	3
Marketing Firm to Develop the CLCA Brand	4-5
October Board Meeting Minutes	6
Partners For Success	7
September Treasurer's Report	8
Advertisers Index	8
CLCA Mission Statement	10
CLCA Newsletter Ad Rates	10

2010 CLCA Central Coast Board of Directors

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Central Coast Chapter Past Presidents

2009-2010 – *John David, CLT*
2007-2009 – *Kelly Shaeffer*
2005-2006 – *Nikos Lynch*
2003-2004 – *Tom Reily*
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*
1979 – *George Depesco*
1978 – *John Brauns*
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President's Message *Andrew Tuckman, Chapter President, andrew.tuckman@visionrecycling.com*



Happy Halloween! I hope you are enjoying the fall colors and getting ready for the Thanksgiving holiday. Maybe work is slowing down, but hopefully everyone is keeping busy through the last quarter.

I want to welcome two new members to the Chapter Board: Dinah Irino from Floravista who will be the Director of Education planning our dinner meetings;

and Matthew Romsa from Bamboo Pipeline as our Associate Member Rep who is eager to meet everyone and assist with events.

Last week I attended the Chapter Presidents Council (CPC) meeting in San Diego. It's a time when all of the presidents from each chapter come together for leadership training and education. At these events, updates and information from the State Board flow to the CPC Chairpersons, then to the Chapter Presidents and downward to the member base. At the forefront these days, has been a decision to rebrand the CLCA name and create a greater sense of value. I urge everyone to read State President Bob Wade's article about hiring Mustang Marketing from southern California and what's in store for the next three years.


This will be the last President's address of

2011, as we transition into the New Year. I can't help but ask myself, "Where did the time go? Has the work sustained us through the tough times and what will the next 12 months bring?" Certainly, it can only get better.

On December 2nd, CLCA will have a Water Management Certification Test & Workshop at the new Ecology Action headquarters in Santa Cruz. The Certification Program was started in 2007 and helps reduce landscape water usage by using a water audit, budget and advanced irrigation technology. The program is designed for green industry professionals like landscape contractors, landscape designers, landscape architects, HOA property managers, water agency personnel, city water conservation personnel,

—continued on page 9

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CLCA Hires Marketing Firm to Develop the CLCA Brand

By Robert Wade, 2011 CLCA State President

At the Summer Meeting in Oxnard, the State Board of Directors and the Chapter President's Council unanimously approved going forward with a major Branding campaign to make membership in CLCA more important to our current and new members as well as our customers.

The board has decided to utilize the services of a professional branding/marketing company to guide and assist us in this very large effort.

The Executive Committee began discussing the idea of hiring a Marketing Company about one year ago. We sent out Requests for Proposals to several that were recommended and the Communications committee narrowed the choices to a few companies, who were interviewed in Sacramento. Mustang Marketing, located

in Thousand Oaks, was selected for several reasons. They have successful experience working with non-profit associations such as CLCA, they were recommended by a trusted source, and they have experience working with a large landscape company in California. Their first task was to do some basic background research. The research was done with random samplings of customer groups and our own members.

The results were both positive and negative. Mustang's phone calls and interviews showed that we do some things quite well but there are basic areas that are not being addressed in an effective manner.

Mustang's preliminary research highlighted some common themes but there were two powerful themes that give us a sound and achievable place to start. For

the consumers, residential and commercial, criterion for membership was a repeated response. Our internal customer, current members, showed that we do not put enough value on our membership to brag about it. There are some obvious signs of this. No CLCA logos on business websites, no CLCA logo decals on company trucks and business cards. One telling fact that came from the research was that of the companies that were called and the person who answered the phone was asked "does your company belong to CLCA?" The response was 100% "I don't know. Let me ask my boss." This seems simple and basic, but it is a glaring example missed opportunities.

Our first branding/marketing efforts will be to clarify and add value to the CLCA

-cont'd on page. 5

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Marketing Firm to Develop the CLCA Brand –cont'd from page. 4

brand. This will be directed to our members first. As we develop criteria for members, create tag lines and “elevator speeches”, and institute a code of ethics that our members can refer to, we will be creating value for our potential customers and at the same time setting our membership apart from the other companies competing against us.

Mustang Marketing, using the results of their preliminary research and the unanimous approval from both the state Board of Directors and the CPC, has developed a basic framework that will move us to the next step in our process. They have identified three areas that we will concentrate on to build a stronger membership.

Standards of Education

We plan on instituting a program of education, coupled with a requirement of

Continuing Education Units, as a basic requirement for membership in CLCA. This does not necessarily mean a formal education at Cal Poly or similar universities. What it does mean is classes that CLCA, among others, will offer on business and other subjects that will make our members better landscape professionals.

We have a golden opportunity here.

Standards of Participation

We have a Participation Points program that is designed to promote participation in local and state events. This new program will be different. While still being worked on, some of the ideas have been attendance at one state meeting per year as well as one chapter meeting per quarter. These are examples. The idea is to promote an active, participating membership.

Acceptance of the Code of Ethics

We will develop a Code of Ethics that we can then promote to our customers. This will not be a large document. Mustang Marketing has suggested that it contain only three short statements, enough to fit on the back of your business card. This will immediately differentiate you from a non-member.

The Board of Directors and the Chapter Presidents Council have approved going forward with this very ambitious branding and marketing plan. We believe that it will take a large effort and several years. We also believe that this is the direction we must follow if we are to make membership in CLCA a meaningful difference to our customers.

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October Chapter Board Meeting Minutes

by Laurie Reily, Treasurer

October 6, 2011 – Little Tampico, Soquel Meeting was called to order at 12:05 p.m.

Roll Call:

Andrew Tuckman, Chris Elliott, Regan Barry, John David and Laurie Reily

Treasury:

Laurie passed out the Treasurer’s Report. See full Treasurer’s Report in this issue. The golf income and expenses were discussed and a comparison was provided between 2010 and 2011.

Board News:

The Minutes from last board meeting, September 8, 2011 were approved.

Laurie agreed to be the “Project Assistant” which was discussed at the board meeting in September. She will put together binders for each event, what worked and what

didn’t, etc. She will also compile a “Master Binder” that can be passed on to incoming Chapter Presidents. She will also create database lists for the committees.

We will have a “Holiday Mixer” this year. John David is working on securing Hula’s Island Grill in Downtown Santa Cruz.

We will also have a White Elephant “gag” gift exchange; the spending limit will be \$10.00. Date and time will be announced.

Supplier Night will take place at the Seascope Golf Course in Rio Del Mar on Tuesday, March 27th.

Fall Planning Session for 2012, discussed being held at Coastal Evergreen’s office in Scotts Valley.

Open Board Positions:

VP Scholarship/Education

VP Communications
Associate Member Rep

Board Meeting:

Mark your calendars. Our next board meeting is on November 3 and will be at The Crepe Place in Santa Cruz at 12:00 p.m. (lunch).

Meeting adjourned at 1:00 PM

Please be sure to check the chapter website at www.clca.cc.org to download forms, including the Partners for Success enrollment form, and for any new events and changes in dates or locations.



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Partner With Us

The Central Coast Chapter's Partners For Success program is a vital part of our organization. This is the time to consider getting involved for the 2012 calendar year. What does it mean to us? Vital support of key Chapter events like Membership Night, the annual Beautifica-

tion Awards and the Golf Tournament, as well as important educational and enrichment programs brought to the Chapter throughout the year.

What does Partners For Success sponsorship mean to your company? Sponsors benefit from valuable exposure to the

community and the landscape industry in the positive light of being a foundation member of a professional organization. Partners qualify for free meals, award sponsorship and several different advertising opportunities as well.

There are many levels in the Partners for Success Program. We encourage you to find one that is the right fit for your company. In addition to the Oak, Redwood and Maple levels of years past, a new Event Partner is being made available in 2012. Please take a moment to look on the chapter web site, on the "Find Supplier" page (www.clca-cc.org/findSupplier.html) to find a full description of the Partner levels and the benefits of partnership.

We look forward to your participation!

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 California Landscape Contractors Association

Treasurer's Report

by Laurie Reily, Treasurer

September, 2011

Opening Balance: \$14,377.09

Income:

Newsletter Advertising	\$70.00
Golf Tournament	\$1,160.00
Total Income:	\$1,230.00

Disbursements:

Board Meeting	\$59.91
Newsletter	\$697.95
Web Site	\$224.34
Office	\$9.41
Treasury	\$160.00
Golf Tournament	\$3,525.56
Total Disbursements:	\$4,677.17

Closing Balance: \$10,889.92

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President's Message —*cont'd*—

students in the landscape industry and anyone from the public concerned about saving landscape water. CLCA's Water Management Certification program carries the WaterSense Label from the U.S. Environmental Protection Agency and is also approved for continuing education units by PLANET, Irrigation Association and The International Association of Arboriculture. Check the calendar or chapter website for more information.

Also, on Wednesday December 7th, our chapter will be having a casual, holiday get together at Hula's Island Grill in Santa Cruz. This will be a chance to toast the New Year and celebrate our Chapter's success. Check the calendar for information and the Constant Contact email blasts that go out. If

you don't receive these, please let me know.

This past weekend, I was part of a new Ocean Friendly Garden Walk series that took place in Carmel. The group consisted of landscape contractors, designers, vendors and home owners and it was led by Ramie Allard from Blue Door Garden Design. The goal was to educate the group about sustainable landscape practices and ocean-friendly irrigation techniques. Robert Schuler, from Smart Water Irrigation Solutions, showed us two of his installations which incorporated permeable driveways, smart irrigation equipment and native gardens with Mediterranean accents. We also saw "rain chains" instead of downspouts and examples of "un-smart" irrigation techniques. The main lesson

that The Surfrider Foundation has adopted is a slogan called CPR: Conservation, Permeability and Retention. Lawn signs are becoming available now for homeowners who want to show the community that their landscape meets the requirements for Ocean Friendly Gardens and incorporates all three principles. Look for them in your travels.

I welcome any feedback you have about the chapter or questions relating to State business. I am looking forward to 2012 and hope every member in the chapter gets value and education from their membership.

Please remember to read the Constant Contact messages. They usually have important updates and timely information that is crucial for planning and forecasting.

Have a great rest of the year!

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About Us

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 Newsletter

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

Printed inquiries may be mailed to:
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