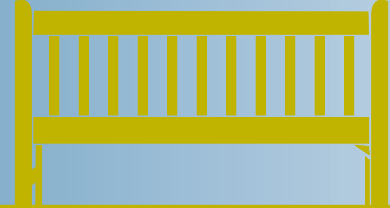


The Seascape

Central Coast Chapter of the California Landscape Contractors Association

NOVEMBER/DECEMBER
2007



November 27 Dinner Meeting: Contractor/Designer Mixer

Due to the popularity and great reviews from our May Designer/Contractor Mixer, we have decided to do it again!

The Central Coast chapter will again team up with the Landscape Designer's Guild of Santa Cruz for a Landscape Contractor/ Designer Mixer November 27, at Green Valley Grill, located at 40 Penny Lane, Watsonville, (831) 728-0644. Contractors and Designers meet and network, exchange business cards, ideas, and share their portfolios of designs. Portfolios are not essential; this is meant to be a mixer.

No host cocktails begin at 5:30 p.m., dinner at 6:00 p.m. The mixer will start at 6:30 p.m. Similar to our May meeting, the

meeting will be run with a speed-networking format where you have 5-6 minutes of one on one time with each contractor/designer before moving on to the next person. Suppliers welcome.

Dinner will consist of a buffet banquet featuring:

- Wild mushroom and Balsamic Chicken Breast
- Wood-grilled Honey- lime Salmon filet
- Roasted peppercorn Tri tip

All side dishes and dessert included.

The cost for the event is \$35 per person. Please RSVP to Natalain Schwartz at Natalain@aol.com, or (831) 763-2002. This event was well attended in spring so make your reservations early.



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CLT Test in September a Fabulous Experience

Bruce Arthur from Pondsaway works on the Time Clock Programming test during the Certified Landscape Technician Test held in Sacramento September 29-30. See story on page 4.

2007 CLCA Central Coast Chapter Directory

Immediate Past President

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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.

2007 CLCA State Executive Board

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Peter Estournes (707) 857-2053

President Elect

Peter Dufau (805) 985-2421

Immediate Past President

Tom Ellington (408) 487-9620

Secretary/Treasurer

Eric Watanabe (818) 831-1390

Director of Communications

Edward Wallace (562) 755-9914

Director of Chapter Services

Chris Hill (415) 457-0506

Director of Events

Bill Schnetz (760) 591-3453

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

Cathy Gurney (530) 895-0263

Associate Member Director

Heath Bedal (916) 457-5925

CLCA Central Coast Chapter Past Presidents

- 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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President's Message

Wrapping Up An Exciting Year

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



This will be the final newsletter of the year as we typically combine the months of November and December. We have one last dinner meeting in 2007 that we hope you will attend on November 27th at the Green Valley Grill in Watsonville. This is a highly popular designer/contractor speed-networking forum where designers and contractors meet face to face for approximately 6 minutes each and pitch their company. Bring business cards, brochures, photos of your work and expect to walk away with an abundance of future contacts. Bring an appetite too as a delicious buffet will be served.

There will be no holiday party this year as we instead chose to welcome in the New Year over a Champagne Brunch on Sunday, January 27th, in the Wine Cellar at the beautiful Shadowbrook Restaurant in Capitola-by-the-Sea (see page 5).

We have a dynamic speaker and business coach, Camille Smith of Work In Progress Coaching, who will show us how to stay motivated, inspired and effective in our business and family life.



The Chapter's January 27th brunch will be in the original wine cellar at Shadowbrook Restaurant which features a corner fireplace, rich redwood, old brick craftsmanship, and hundreds of wine bottles nested in storage.

I can't believe the end of year is approaching and my first year as President of this chapter is nearing completion. Since most of the positions at our chapter are two year terms, you'll be seeing and hearing from most of us on the board next year. I've met some wonderful people and have a superior board that supports and truly cares about this chapter. I would like to thank our board members who continue to dedicate their time and energies to this chapter: Nikos Lynch for supporting me throughout the year and for stepping up to a new position as Education Chair. Tish O'Reilly, our Chief Supporter, who always thinks of things no-one else does and then gets them done; Laurie Reily who does a fine job keeping on top of our finances and our Partners for Success Program. Jessica Petrini who effortlessly records our board meeting minutes; Dave Baxter and Alex Ramirez who brought a lot of energy to Membership; Natalain Schwartz who's creativity and dedication keeps our events interesting; Steve McDonald for keeping us informed, keeping me in line and for organizing the golf tournament; Pete Gluhaich for supporting our chapter on a state level; Dennis Rabe for his tireless devotion to our associate members and, well, Dennis does too many things to mention here; Leslie Jaquith for her innovative ideas, support of our Water Management Program and for taking on a new position as Chair of the Beautification Awards; Stacey Hart who works on Legislative issues and has stepped up to a new position of Public Relations; Tom Reily for always being there to take your money at the door; Chris Elliott for organizing (and winning) the golf tournament and for many devoted hours to the Beautification

Awards; John David for keeping us grounded on how things used to be; Frank Halstead for co-organizing our chapter's golf tournament every year; and Jerrie Beard for her creativity and devotion to our newsletter and website. What an Amazing Team!

We have an exciting year planned for 2008. Come celebrate with us on January 27th at a champagne brunch at the beautiful Shadowbrook restaurant. As you enter this holiday season, be filled with the wonder and be touched by the peace.

CLCA Announces Future Destinations - Plan to Attend!

Start planning! Here are possible locations for upcoming State events which afford you the opportunity to meet like-minded people, gain a friend, gain a mentor, create fun memories and learn the great things CLCA is doing as an organization and for our industry.

- Fall Convention 2008
Hawaii (big island)
- Summer Meeting 2009
Lake Tahoe
- Fall Convention 2009
Las Vegas, Nevada
- Summer Meeting 2010
San Francisco
- Fall Convention 2010
Phoenix/Scottsdale, Arizona

Visit the state website at www.clca.org often for updates on events and other issues.

Stay Informed About Chapter Happenings!

We have created an email database for our chapter which will be used to keep you informed about upcoming events and chapter happenings. Please update your information for this new chapter service by sending an email address to Steve McDonald at clca@charter.net

CLT. Wow! Want an Experience.

by Bruce Arthur

Who would have thought that spending 11 hours on a beautiful Saturday in late September testing future Certified Landscape Technicians on Irrigation Program Controllers would be so enjoyable? Now I didn't say fun, but I did say enjoyable. And I mean it! And also rewarding!

I have participated in many programs over the years that help promote professionalism and consistency in the trades, but the program that CLCA puts on to certify its contractors and their employees has, hands down, got to be the best run, most professional testing, I have ever witnessed. From the first meeting we had on Friday to orientate the judges with the procedures and schedules, to the final clean-up on Saturday night, everything went off without a hitch. I can only imagine the nightmare it must be to coordinate the myriad of tools and equipment needed. There is everything from small hand clippers, wire strippers, and wire nuts, to large ridding mowers, trenchers, chainsaws, vibrating compactors and everything in between. They have to estimate the amount of sod that has to be laid by matching the participants in that discipline to the size of the test pattern. In the controller wiring test area they have to have enough wire to accommodate the number of participants. All the stations have to be coordinated and scheduled to accommodate varied testing times to the different schedules of the participants. I point all this out to explain the enormity of the beast. I don't think in my wildest nightmares I could imagine trying to put together a testing schedule that is this rigorous or demanding, but they did.

We were treated to lunch at the orientation on Friday and that night a classy din-



ner at the Sacramento Brewery. The next morning breakfast of fresh fruit, juice, coffee, rolls, etc. gave everyone the energy to start the day. Lunch rewarded us with a warm Mexican buffet. If you ever get the chance to volunteer to judge I would recommend you jump at the chance. If for nothing else you get treated like royalty.

So much for the small talk. What I really want to convey to everyone would be the feeling of accomplishment and satisfaction one feels after helping all the applicants wend their way through the many and varied test stations. Being able to give back to an industry that has supported many of you for most of your lives is an opportunity that shouldn't be overlooked. The CLT testing program opened my eyes



CLT test judges check the work of Certified Landscape Technician hopefuls at various stations during the recent CLT test on September 29 and 30 at American River College in Sacramento.

Certification is an international hands-on testing program administered by the California Landscape Contractors Association (CLCA) that seeks to recognize proficiency in the landscape workforce, upgrade the status of the landscape professional and provide the public with a means of identifying qualified landscape professionals. For more information visit www.clca.org.

to the many dedicated professionals that look out for the integrity of the Landscape Industry every year. They make the industry better and safer for the public and their employees.

At the end of the day I was exhausted, but on the 3-1/2 hour drive home I couldn't get over how alert and energized I was. The ride helped me digest the day and calm me down so I could sleep. If I hadn't had the long ride I probably would have driven my wife crazy talking all evening about the amazing teamwork I had witnessed and the feeling of accomplishment at having helped up and coming professionals perfect their craft. With a testing program like this, the landscape industry can't help but thrive and prosper.

January 27 - Champagne Brunch

Unleash Your Potential in the New Year

Eat, drink and get motivated!

The New Year is fast approaching! 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 20th to
 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



September Meeting Packed with Information

The September dinner meeting at the Seascope Golf Course on Water Wizardry was loaded with great information. Thanks to our speaker Roy Sikes from the Soquel Creek Water District who informed us of current water issues and how to put money back in our pockets from the many rebates they offer. Thank you to our friends at Ewing Irrigation who had a bountiful display of irrigation products.

Scott McGilvray, CLCA's Resource Management Committee Chair, presented CLCA's Water Management Certification Program. This program assists landscape contractors and other green industry professionals in helping their customers to cut water use and save money. CLCA-certified water managers must pass a written test to become provisionally certified, and demonstrate proficiency at required levels for one year on actual landscape sites prior to achieving full certification status. For more information on this program, visit CLCA's website at www.clca.org.

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Operation Helping Hand Update

By Nikos Lynch

On September 25th, I was given an opportunity to teach an evening class for Ecology Action's Green Gardener program titled California Landscape Contractor License Regulations and Exam Preparation. We had about 25 students. It was great fun to speak with fellow landscapers about a topic we were all interested in. Most spoke Spanish as their primary language, so I was able to show them the Spanish portions of the CSLB site. I also showed them Goggle Translator, a great tool that will translate entire websites from English to Spanish. We had a good time talking not only about how to study for the exam but also the pitfalls and highlights of being your own boss. Other than the 2 homeowners who were taking the class for special interest, most of the students were in the industry. Technically most would have no problem with the exam if they took a good study course beforehand. Business law seemed to be a

portion many needed to hone up on, which is understandable if a person has been busy in the field. I was able to sharpen my knowledge of contracting law and license requirements in preparation to teach, and was glad to learn self employed experience was not being permitted any longer. I secretly have been somewhat resentful, having taken the "apprenticeship" before launching out on my own. For someone to be allowed a license just because they can afford and pass a test seemed unfair. We discussed membership in professional associations, because one way we can bring up this industry is to bring everyone else up with us. There seemed to be only one or 2 fellows interested in starting their own businesses, so don't worry about there being a wave of new contractors coming. We should have more of these classes statewide as a part of our efforts to solve the unlicensed operator problem.

2008 Proposed Slate of Officers

- Kelly Shaeffer – President
- Nikos Lynch – Immediate Past President
- President Elect – Open Position
- Tish O'Reilly – Vice President & Chief Supporter
- Laurie Reily – Treasurer
- Jessica Petrini – Secretary
- Membership – Open Position
- Natalain Schwartz – Event Coordinator
- Steve McDonald – Communications
- Nikos Lynch – Education
- Dennis Rabe – Associate Member Rep
- Leslie Jaquith – Awards Banquet & Resource Management
- Stacey Hart – Public Relations & Legislation
- Tom Reily – Liaison to the Board
- John David – Liaison to the Board
- Chris Elliot – Liaison to the Board
- Jerrie Beard – Seascope Editor

If you would be interested in filling one of the open positions, contact Kelly Shaeffer (408) 314-2668 or Kelly@plantproviders.net



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Ewing Education Workshop Schedule

Ewing Irrigation, Golf & Industrial, in partnership with Hunter Industries, announces its 2007-2008 educational workshop schedule.

Last season, more than 3,000 green industry professionals from across the country took advantage of the 49 seminars held in 14 states and 36 cities nationwide. This season, Ewing has nearly tripled its course offering.

“Each year, we continue to enhance our educational workshop lineup by offering a wider variety of courses, and a more expansive curriculum that extends to additional locations across the country,” said Jim Borneman, vice president of education for Ewing. “The importance of educating our work force about water-efficient practices, proper fertilizer

management, and other enviro-friendly practices is the key to creating a more sustainable environment for future generations.”

One and two-day irrigation workshops will be held in several cities throughout California as follows:

2007 Schedule

- San Francisco (Spanish) – Irrigation Troubleshooting Workshop – Nov. 13
- San Jose (English)–Advanced Irrigation Installation, Troubleshooting, and Design – Nov. 27-28
- Santa Cruz (English) – Irrigation Troubleshooting Workshop – Dec. 18
- Fremont (English) – Irrigation Troubleshooting Workshop – Dec. 19
- Campbell (English) – Irrigation Troubleshooting Workshop – Dec. 20

2008 Schedule

- San Rafael (Spanish) – Irrigation Troubleshooting Workshop – Feb. 13
 - San Jose (Spanish) – Irrigation Troubleshooting Workshop – Feb. 14
 - San Francisco (English) – Irrigation Troubleshooting Workshop – Mar. 26
 - San Rafael (English) – Irrigation Troubleshooting Workshop – Mar. 27
- In addition to irrigation workshops, Ewing’s educational lineup includes courses pertaining to water management, landscape lighting, pumps, ponds, drainage, misting systems, turf agronomics, and polyethylene fusion.

For the complete workshop schedule, course descriptions, pricing information and registration services, visit www.ewingeducationservices.com.

2008 Partners for Success

It’s that time of year again where we thank all our past Partners for Success and begin the search for next year’s supporters. Each year, through the generous support of our many sponsors, the chapter is able to host informative and entertaining events for our members -- from dinner meetings, to the golf tournament, to the ever spectacular awards program. We are confident that the many opportunities to promote your company at these CLCA chapter events will provide a good return on your investment.

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, and thank you for your continued support of the CLCA Central Coast Chapter.

Oak Partners \$850

- Awards Sponsorship (First Choice of Awards including special awards Sweepstakes, Judges and Excelsior)
- Golf Entry for two
- Golf Hole Sponsor

- Membership Night Table
- Awards Dinner for two
- Dinner at Membership Night
- Name on Chapter Banner and in Chapter Newsletter

Redwood Partners \$600

- Table at Membership Night
- Award Sponsorship
- Golf Entry for one
- Golf Hole Sponsor
- Dinner at Membership Night

- Name on Chapter Banner and in Chapter Newsletter

Maple Partners

(Contractor Only Level) \$250

- Golf Entry for one
- Holiday Dinner for two
- Awards Dinner for one
- Name on Banner and in Chapter Newsletter

Partners for Success must be members of the Central Coast Chapter of the CLCA

Please make your Partner level selection and fill out this form and mail with your payment to CLCA, Central Coast Chapter, c/o Dennis Rabe, 303 Coral Street, Santa Cruz, California 95060. – Thank You

Oak Partner\$850.00
 Redwood Partner\$600.00
 Maple Partner (Contractor Only Level)\$250.00

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Board Minutes

Reported by Jessica Petrini

October 2, 2007

Roll Call

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

In attendance were Kelly Shaeffer, Tish

O'Reilly, Nikos Lynch, Laurie Reily, Natalain Schwartz, Dennis Rabe, Leslie Jaquith, Stacey Hart, Jessica Petrini and Cathy Conway, development director for Hospice of Scotts Valley.

Hospice Project Followup

Cathy Conway from Hospice attended the meeting to thank the Central Coast Chapter for the community service project that was completed this summer at its Scotts Valley location. Various CLCA members, both associate and contractors donated materials and time and labor to create a beautiful and tranquil outdoor deck space for use by those served by Hospice, their families and Hospice employees. Cathy presented the board a certificate of appreciation from Hospice and its employees.

Treasurer's Report

Laurie suggested that November's board meeting focus on the 2008 budget. The golf tournament generated approximately \$4,500. The board began to discuss the idea of splitting the money generated from the tournament and giving half of it to the LEAF scholarship fund and the other half to the Cabrillo College Horticulture library. The idea was tabled until next month's meeting. It was mentioned that there were many people at the golf tournament who were not CLCA members and that next year there should be a person present to represent the chapter and hand out literature on the benefits of becoming a member.

Events Report

- The September 18th meeting featuring The Soquel Water District's water saving program was dynamic and powerful. The Soquel Water District is very supportive of helping the community learn water saving tactics and has a rebate program for those who implement such practices.
- The dinner meeting scheduled for Oct.30th will be held at the Sesnon House on the Cabrillo campus and will feature Alrie Middlebrook and Lisa Mc Andrews. The topic will be landscap-

ing with California natives. Jerrie Beard will create fliers and distribute them to the local C.A.N., Landscape Designer's Guild. While discussing Cabrillo, it was suggested that in the spring the CLCA host a career day at the Horticulture facility.

- The Board discussed the holiday party which will be a kick off to the new year party at the Shadowbrook restaurant in January. There will be a life coach speaker giving a presentation.

Membership Report

- 2008 Central Coast chapter board positions were discussed. All present at the meeting will continue on the board for next year. Positions available will be Membership and President Elect. Please contact a member of the board if interested in filling any of these positions.
- Beginning October 1, the CLCA state website will list members in the contractor search according to participation in the organization and events. Members will fill out attendance forms for points.
- Nikos reported on the Sept. 25th meeting sponsored by the Green Gardener program. The topic was how to get your C-27 licence. Nikos was the featured speaker and discussed benefits of CLCA membership. After talking with many of those who attended the meeting, Nikos presented the possibility of a new community service project. The potential project would be at the continuation high school in Watsonville. The project would involve creating a landscaped garden that the students would maintain through vocational programs.

VP Report

Tish presented the print ad that has been in the local Coastal Home and Garden magazine in years past. The board voted on whether to continue having the ad in the publication. The board approved the ad.

Associate Member Report

Packets are being sent to current Partners for Success members for renewals. Packets are also being sent to C.A.N. members (Calif. Assoc. Of Nurserymen) and other nurseries. It was suggested that in the future the chapter host a Nursery and landscape supply store trip to local vendors.

The meeting was adjourned at 8:30 p.m.

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Treasurer's Report

by Laurie Reily, Treasurer

September 2007

Opening Checking Balance: \$21,994.80

Income: \$4,014.90

Dinner Meeting \$320.00

Newsletter advertising \$195.83

CLCA Rebate Points \$2,041.22

Seminars \$207.85

Golf Tournament \$1,250.00

Disbursements: \$14,555.90

Board Meeting \$197.16

Dinner Meeting \$1,110.40

Newsletter \$5,453.40

State Meetings/seminars \$277.70

Golf Tournament \$7,485.18

President's Fund \$32.06

Ending Checking Balance: \$11,453.80

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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.

Certification is open to anyone in the landscape industry. Once you pass the written test, you become provisionally certified until completing the one-year performance requirement for full certification. Upon achieving certification, you will be listed on CLCA's website. Water districts throughout California are expected to provide links to this information.

Information and registration

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

CLCA Membership Directory Has Arrived!

The 2007 CLCA Membership Directory has been mailed. Call Jan at CLCA HQ if you did not receive one. (800) 448-2522.

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Industry Loses Two Innovators

Stuart J. Sperber: A Pioneer and Legend in the California Nursery Industry Passes Away

Valley Crest Tree Company CEO leaves a Lasting Legacy

Stuart J. Sperber, founder of Valley Crest Tree Company, passed away September 7, succumbing to throat cancer, which he battled for two years. He was a pioneer of innovation who profoundly influenced the landscape and nursery industries.

Known as an industry advocate and leader, Stuart built Valley Crest Tree Company into one of the premier tree nursery and specimen tree moving businesses. A lifetime Green Industry professional, Stuart also worked to enhance the industry's role in uniting public and private sectors on legislation related to the Green Industry across California. Educating about the detrimental effects of drought and disease on trees was one of his primary missions.

Among Stuart's many awards and accolades, are two he received from his alma mater, Cal Poly Pomona, in 2007. Stuart was named the Distinguished Alumnus of the Year, and was also awarded an Honorary Doctorate in recognition of his continuing contributions to the school and to the industry at large. In June 2007, at the school's commencement ceremony, in what was his last public address, Stuart thanked his family and friends for their "lifetime of Support," and encouraged the graduates to "believe in their dreams."

Stuart has held numerous leadership positions with professional landscape associations, including two terms as president of the San Fernando Valley Chapter of the California Landscape Contractors Association in 1969 and 1971.

Stuart is survived by his loving wife of 44 years, Leslie, his children Rochell and Tadd, Adam, Julie and Rob, his seven grandchildren, Garrett, Mallory, Jeremy, Arielle, Maia, Lucas and Brady, his twin sister Deanna and his brother Burton.

Wholesale Horticulture Industry Loses One of Founding Fathers

The wholesale horticulture industry has lost one of its founding fathers with the passing of John E. Boething. After a short illness, John died peacefully on August 11 at home surrounded by his family.

A native Californian, John was born January 6, 1918, in Los Angeles and attended Hoover High School. He entered UCLA at age 16 where he played on the tennis team, won the all-school decathlon competition, and was a member of the Theta Xi fraternity. He transferred to UC Berkeley where he received his degree in Geography. He later earned his master's degree at UCLA. John cycled his way through Europe and explored South America to gather information for his master's thesis. A captain in the US Army during World War II in the Pacific Theater, he learned the important lessons of personal sacrifice and team work which drove his business philosophy later in life. Early on,

he wrote a sports column and was a freelance cartoonist for *The New Yorker* and other publications.

In 1952, he founded Boething Treeland Farms on 35 acres in Woodland Hills, CA. Originally a retail establishment, John moved his focus to wholesale sales in the 1970s. He expanded the business into northern California and was dedicated to beautifying California one tree at a time. Boething Treeland Farms now grows trees and shrubs on over 800 acres throughout California.

His employees, past and present, often speak of his generosity and high standards which motivated them to achieve their potential. Always fair and caring, he had an open door policy. John's highest priority was providing security and opportunities to his employees and their families. He built life-long relationships with his competitors in the industry who respected him and sought his advice.

John is survived by Susan Boething (Frederickson), his wife of fifty-four years, his daughters Sally Painter, Haydi Danielson, Cathy Pherson and Marji Boething, and six grandchildren.

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SAVE THE DATE! January 27 - Champagne Brunch and

Unleash Your Potential in the New Year!

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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

Cost: \$50 per person
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(831) 763-2002

CLCA Bats 1,000 on State Legislation

Parke D. Terry, Director, Governmental Affairs, Greenberg Traurig LLP

The deadline for the Governor to sign or veto bills was Sunday (10/14) and I'm pleased to report that CLCA battled 1,000 on bills that reached his desk.

On the support list, he signed AB 566 (Plescia) relating to water conservation, AB 711 (Emmerson) relating to outdoor kitchens and fireplaces, AB 1420 (Laird) relating to water management planning, AB 1481 (De La Torre) relating to recycled water permitting, SB 138 (Calderon) relating to builder indemnification by subcontractors, and SB 161 (Margett) relating to Internet bid submissions.

On the oppose list, he vetoed SB 936 (Perata) which would have doubled benefits for permanently disabled workers.

His actions on several other bills we were tracking may also be of interest. He VETOED the following bills: AB 8 (Nunez) which would have required employers to pay at least 7.5% of payroll on employee health care benefits or pay an equivalent amount into a state funded program; AB 343 (Solorio) which would have required the Department of Health Care Services to publicly identify employers who have 25 or more employees enrolled in Medi-Cal, the Health Families Program, or the Access for Infants and Mothers Program; AB 484 (Nava) which would have prohibited a Cal-Trans contractor from disposing of asphalt or Portland cement concrete in a landfill unless it determined that no other use is feasible; AB 537 (Swanson) which would

have extended the Family Rights Act to allow employees to take time off without pay to care for an adult child, sibling, grandparent, grandchild, parent-in-law, or domestic partner; SB 608 (De La Torre) which would have increased the state's small business contract preference from 5 to 10%; AB 785 (Hancock) which, among other things, would have required the CSLB to take disciplinary action and impose civil fines of up to \$2,000 against contractors who violate building energy efficiency standards; and SB 622 (Padilla) which would have imposed civil penalties against employers who willfully misclassified employees as independent contractors.

Other measures he SIGNED included: AB 233 (Jones) which increases enforcement and penalties on owners of diesel commercial vehicles that violate clean air standards; AB 244 (Nakanishi) which provides that contracts for service and repair contractors who furnish a bond or bond equivalent do not require down payments or progress payment schedules; AB 761 (Coto) which requires the Department of General Services to establish a 25% participation goal for small businesses in state infrastructure bond construction projects; AB 976 (Calderon) which prohibits a city or county from requiring a landlord to inquire into the immigration or citizenship status of a prospective tenant; AB 1560 (Huffman) which requires the state Energy Commission to adopt regulations requiring

water efficient design in new residential and commercial buildings; SB 13 (Wyland) which requires school district seeking approval of new construction plans to explain how the project will meet career technical education needs of pupils; and SB 354 (Margett) which makes a licensed contractor financially responsible for injuries if the licensee has aided an unlicensed person to evade the law or allowed an unlicensed person to use his or her license.

With respect to the special sessions on health care and water supply, there has been no real progress since the Legislature adjourned September 14. The Governor's revised health plan exempts only employers with an annual payroll of less than \$100,000 (previously he exempted employers of 10 or fewer) and his plan now provides a sliding scale of fees from 0-4 percent of payroll for small employers. The water bonds remain bogged down in a fight between those who want additional surface storage and environmentalists.

CLCA Membership Directory Has Arrived!

The 2007 CLCA Membership Directory has been mailed to all members. If you did not receive one, please call Jan at CLCA headquarters and request one be mailed to you. (800) 448-2522.



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Calendar of Events

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

November 7-11, CLCA Annual Convention, Nashville, Tennessee. Contact CLCA at (800) 448-2522 or visit www.clca.org.

November 27, Landscape Contractor/ Designer Mixer at Green Valley Grill, 40 Penny Lane, Watsonville (831) 728-0644. No host cocktails to begin at 5:30 p.m., dinner at 6:00 p.m. Mixer at 6:30 p.m. To RSVP, contact Natalain Schwartz at (831) 763-2002 or natalain@aol.com

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

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 .

Closing Thoughts

By Jerrie Beard, editor

I've spent the last few weekends dragging my kids around the countryside to view the colorful fall foliage and the return of the salmon to the local rivers to spawn... and hopefully to snap that one great picture of them to include in my Christmas cards this year. (I have come to the conclusion that trying to get a 2 year old and a 5 year old to sit still together and smile at the camera at the same time is just impossible -- my hat is off to those photographers at Sears.)

For the most part, they have been unimpressed with my attempts to share the beauty of this area. They are much more interested in finding the next play structure.

So, we have visited play structures. They have played on them, under them, and all over them. My 5 year old is now a connoiseur of play structures in this

area. And, you know what, it has been just as rewarding as viewing the fall foliage. Spending time with them is such a treat -- it doesn't matter what we do.

I hope you all are enjoying the fall and this season of holidays specially designed to be spent with family and friends. Remember, it's not so much what you do, but THAT you do something with the people you care about. Let them know that they matter to you, spend some time with them, and enjoy the many blessings we are all so fortunate to share.

It has been a great pleasure working with the Central Coast chapter this year. What an energetic bunch of leaders you have! My best wishes to all of you for a safe and happy holiday and a joyous, profitable and peace and love filled new year.



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