

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. 4 **Water Management Certification Training & Test**, Marin
Municipal Water Distric, 220 Nellen Ave., Corte Madera
8:00-11:00 am Training, 1:00-4:00 pm Test
<http://www.clca.us/water>

November 10-13 **Annual State Convention, Disneyland, Anaheim CA**
<http://www.clca.us/convention>
Join us at the Happiest Place on Earth!
Focus on building your business, your relationships and having
some good ol fashion fun at this year's convention.
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Thursday, Nov. 18 **Chapter Board Meeting, Tony & Alba's, Capitola** 6-8 pm
Tuesday, Nov. 30 ~~**Chapter Dinner Meeting, Early Holiday Get Together**~~—cancelled
Thursday, Dec. 9 **Board of Directors Planning Meeting, Cilantro's, Watsonville**
6-8 pm

2011

January 11 State Leadership Conference & Installation, Los Angeles
January 12-13 **Landscape Industry Show, Los Angeles Convention Center**
<http://www.clca.us/lis>
Thursday, Feb. 17 **Chapter Dinner Meeting**, 5:30 pm, Green Valley Grill, Watsonville
Speaker: Jim Huston
Friday, Feb. 18 **Down Economy Computerized Estimating Workshop** with
Jim Huston, 8:30 am-4 pm, Green Valley Grill, Watsonville
Contact Nikos Lynch for details (831) 479-1629.

November/December 2010



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Central Coast Chapter Past Presidents

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*
1976-1977 – *J. Chris McIntyre*
1975 – *Don Ross*
1974 – *Ray Sumida*
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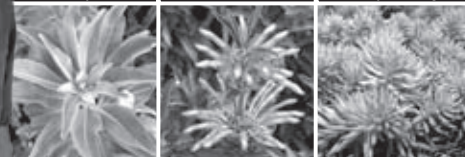
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President's Message *by John David, CLT, Prime Landscape*



Greetings, all. Hope things are good in landscaper land. We've had some nice rain already, and then followed with gorgeous Fall days. It's good to be alive, here on the Central Coast.

I recently returned from a couple days in Los Angeles for a Chapter Presidents

Council retreat. It was good. All 17 chapter presidents were present, along with most of the 2011 president-elects. These young and not-so-young leaders were exuding enthusiasm, ideas and optimism. We had presentations from some state officers and several past state presidents. It's not easy running a state, or even a chapter organization, but with positive energy and some steady direction, we seem to be doing a great job for all our varied members. It's being decided that the chapters are able to make more use of Associate Members in leadership roles. Many chapters have new-found life and energy with AMs. More later.

Last week we had an outstanding talk at our San Juan dinner meeting on smart controllers. Christine Hawkins, from Ewing, gave us the insights of the best available and

easiest clocks to consider. We had a fine dinner, but we had a very small turnout. On the topic of our current QUIET chapter participation, we have decided against having our holiday get-together. It seems like our chapter is going to begin to phase into new directions in how we provide events. There is talk of luncheons instead of some dinners. We might plan, at least for a while, on minimizing the number of events as a way to enhance the ones we do have. We will need some new, energetic people to kick-start 2011.

Well, enough beating around the bush. Andrew Tuckman, of Vision Recycling and Del Conte Landscaping, will be our new President. He has been a major help to myself and the board with his ideas and

—cont'd on page 9

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Calling All Partners!

The 2011 Partners for Success program is looking new members. Membership *does* have it's privileges...special dinner and event admissions. Go to the Chapter web site (www.clca-cc.org) to see more information about the many levels of partnership available.

New this year: an "a la carte" menu of sponsorship items that allow you to support the chapter by pre-paying for certain Chapter events.

The CLCA Central Coast Chapter supports its members and the landscaping community at large. This is a great way to get involved and support the organization.



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2010 Central Coast Chapter Golf Tournament

by Steve McDonald, CLT, McDonald Landscaping

It was another beautiful day in Hollister at the San Juan Oaks Golf Course for the 13th annual Liar's Cup Championship. Like everything else this year, the numbers were down, but not the fun! Just thirty-six golfers showed up on September 16th but they all had smiles on their faces as they tried, once again, to master the Fred Couples course. And, once again, we had new winners get their names inscribed on the Liar's Cup. The Ewing team of Mike Rusco, Reg Bailey, Jeff Calhoun and Bryan Garrison won their first cup championship. They came in with a score of 61. Long-time attendee, Jerry Allison, just missed the winner's circle for the second year in a row and had to settle for second place. Jerry, along with Chris Elliot, Manual Pena and their hired ringer, Larry Musgrave, came in at 9 under par. The Long Drive Award, sponsored by Hunter Industries, was won by Larry Musgrave and the Closest to the Pin prize, sponsored by Vision Recycling, was won by Mitch Arnesen with a shot that was five feet, nine inches from the cup

on number 16. A big thanks goes out to Frank Halstead of Delta Bluegrass for leading this group of liars once again. And we can't forget the Central Coast on-call MC, Chris Elliott. Most importantly, a special thanks goes out to our sponsors: Granite Rock, Landscape Contractors Insurance Services, Ewing Irrigation, Hunter Industries, Hollister Landscape Supply, Delta Bluegrass, and Jet Mulch. I hope to see you all next year on the links.



Mitch receives his award from Vision Recycling via Chris Elliott



Frank Halstead congratulates this year's winners, Mike Rusco and Reg Bailey.




Dinner in the Fred Couples room



Manual Pena, Chris Elliott and Jerry Allison pick up their second place prize from Pete Gluhaich.



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Central Coast Chapter Board Meeting Minutes

October 7, 2010 at Cilantros in Watsonville, CA

The meeting was called to order at 7:00 PM

Roll Call:

John David, Jerry Allison, and Laurie Reily

Board News:

Another VERY small turnout for the board meeting this month, so again there was not much business that could be discussed.

Jerry Allison presented an article that he wrote to accompany the CLCA "Hire a Landscape Contractor" ad in the local free magazine *Coastal Homes*.

Laurie presented the Treasurer's Report (see breakdown).

Advertising rates and Partners For Success rates will remain the same in 2011, with an added al la carte item list to the Partners for Success program.

We still need to vote on the by-laws, so there will be a "small" business meeting at our next dinner meeting to address this.

Board positions for 2011 need to be filled. If you will be returning next year or if you would like to be part of the board please contact John David.

Upcoming Events:

Dinner meeting: Tuesday, October 26 at Jardines de San Juan in San Juan Bautista. For directions see: <http://jardinesrestaurant.com/index.html>.

Thursday, November 4, Board Meeting – Tony & Alba's in Capitola at 6:00 PM

Tuesday, November 30 – working on putting together an early Holiday Party.

Thursday, December 2 – Board Meeting – Cilantro's in Watsonville at 6:00 PM

Please be sure to check the chapter website at www.clca-cc.org

to download forms, including the Awards application and for any new events, change in dates or location.

Meeting was adjourned at 7:15 PM

Have You Remembered to Renew Your CLCA Membership?

It's not too late to renew or join CLCA for the first time. Remember, the benefits are great. CLCA offers:

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New Plants From the Ol' Gardener

by Barry Hartsock, www.treesolutions.com

Let's talk plants. It is poinsettia season. *Euphorbia pulcherrima* is the complete name. It is interesting to see cherr (cheer) in the name. So what does that have to do with landscapers? Well, first, they do make perfect gifts. Giving plants for the holiday season would be a wonderful idea because it would support another segment of our industry. Poinsettias also make a very impressive color bed in a weather-protected area. That short season color bed could add revenue, in a typically slow revenue time. But really this article is not about that *Euphorbia*.

This article is about new *Euphorbia*. *Euphorbia* is a very large family of plants with more than 2,000 species. Many new introductions are added each year. The common name of *Euphorbia* is spurge. The name comes from the old English "to purge", due to the use of the plants sap as a purgative. (Don't try this at home.) The botanical is named after a Greek physician whose name was Euphorbus. The use of spurge was used to treat king Juba II (not Jaba). The thing to remember is that *euphorbia* does secrete a milky sap that is not healthy to ingest. But again, I digress.

There have been so many new introductions to the *Euphorbia* family in the last few years. Many of you have possibly already used "Tasmanian Tiger". This is a green and white striped variety that grows fairly fast and becomes a good sized plant in one season. It is available in a 5 gallon plant in some nurseries. "Tasmanian Tiger" is grown for the foliage color, as the bloom is not of much value. "First Blush" has more white on the leaves and does have a nice large yellow bloom. Another variety that has great

color is "Ascot Rainbow". This variety is sage green and gold with the new growth tips being pink. Again the bloom is of little value. But this is a very stunning plant and a great addition to the garden.

With the exception of the beloved poinsettia most *euphorbia* do not have nice blooms. But in many cases the bloom does have a contrast in color with the foliage, making the bloom more desirable. "Blackbird" is one of those varieties. "Blackbird" has very dark purple leaves that, in the heat, turn almost black. It is evergreen, as are most *Euphorbias*. "Blackbird" has small yellow to white blooms in the spring. I would suggest using three to five "Blackbird" in a design in order to get a better effect. "Blackbird" and most *Euphorbia* perform best in full sun. They will tolerate shade but will become "leggy" in too dense of shade.

Leaf color is all the rage in the new intro-

ductions of *Euphorbia*. In addition to the great colors previous mentioned there are blue

selections such as "Glacier Blue" which has blue foliage with a prominent white edge in each leaf. Also "Shorty" is a blue-green foliage plant with the new growth being red. "Blue Haze" has very blue foliage that gets covered with yellow blooms from May thru June. "Blue Haze" does have a wonderful bloom.

I would be remiss if I did not mention a couple of red varieties. "Bonfire" is a nice red that keeps good color all summer. "Bonfire" will spread to a nice red 18" mound of summer color. I will end where I started, with a holiday favorite. "Rudolph" has dark green foliage with red mini-bracts that does resemble a poinsettia and it does color for Christmas, in July!!!



Treasurer's Report

by Laurie Reily, Treasurer

September, 2010

Opening Balance:	\$11,509.79
Income:	
CLCA points rebate.....	\$1497.30
Membership Night.....	\$2,710.00
Total Income:	\$4,207.30
Disbursements:	
Board meeting.....	\$55.06
Web site.....	\$52.80
Newsletter.....	\$1,147.80
State meetings/seminars.....	\$36.00
Golf tournament.....	\$3,720.14
Total Disbursements:	\$5,011.80
Closing Balance:	\$11,509.79

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President's Message—*cont'd*

fresh perspective. He gets to see many of the contractors in his work day, developing close relationships. He will do a great job continuing the leadership of our small but fine chapter.

Other chapter business: Headquarters suggests we go to clca.org and advertise in the contractor search engine. Only 125 of 1800 members are using it for referrals. We are being told that our Facebook page should get more life and be an interactive tool for chapter social events, photos, and more. We have two new members: Zachiah Murray, Los Gatos of Landmark Landscape Architecture and Saul Covarrubias Landscape, Inc. of Salinas. Welcome. My daughters' volleyball playoffs are forcing two BOD meetings to

change. Nov 4 is moving to Nov. 18, and then Dec. 2 planning meeting will stretch one week to Thur. Dec. 9. Nikos is telling me we will be offering scholarships next year, so he will soon be initiating contact with Cabrillo College. Make sure and log on to your calendar the dinner meeting in February with Jim Huston, the nationally known estimating guru, and following day-long seminar to enhance your estimating procedures. You will be probably soon be seeing a lot of promotionals regarding our Landscape Industry Show being held at the LA Convention Center in January. If you've never attended, it's a must. It's quite big, with usually a great array of timely seminars. The need to keep up on current products, helpful business concepts, and supplier contacts is

as important now as any times we've known. Hope to see you there.

Somehow, my company has gotten busy and we needed to add some people to our very small remaining crew. Hope it lasts awhile. I also hope you all enjoy a flourish or two before real Winter sets in. I know we all need a little luck, and maybe a lot of persistence, and we'll ride out this roller coaster. Good luck to you all.

— John



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Central Coast Chapter
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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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Questions and submissions are welcome at ki@cruzio.com.

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