

## President's Message

### Let's Grow a Better Garden Show

by Nikos Lynch, President



Let me tell you a secret way to improve your business: home and garden shows. I just participated in the Home and Garden Expo at the Cocoanut Grove. I have been trying to get other landscapers involved so that there can be more emphasis on the Garden portion instead of the Home section. This venue features a great sunroom dedicated to the Green Industry but, to my mind, there are still too many garage door and water softening booths. My motivation for inviting everyone is to try to make it the best show around. This shouldn't be too difficult, since it seems like all the best displays at the San Francisco Flower and Garden Show come from people in this

area anyway (with a few notable exceptions). There is no better way to market your business than letting potential clients see your work. Right now, not a lot of consumers know about our little local show. I want the word to get out that it is a good place to meet qualified landscape contractors so the show will get bigger every year.

Speaking of business, we just had our annual Supplier's Night. This is a great way for our vendor members to show their wares and services to contractor members. Last month's event had a pretty big crowd of people, enjoying the FREE food provided by the suppliers, and generally enjoying each other's company. March is a good time of year to have this event because hopefully we have some free time, as the weather has not allowed us much productivity. Thank you, Dennis Rabe, for setting up the function, and just making it a great party—from the Seascope Clubhouse location and the HUGE raffle, to the great Southwestern menu. This year 2 tractors (toys) were given out!

—cont'd on page 14

## April 2006

### I N S I D E

---

Chapter & State Directory	2
April Dinner Meeting	3
March Treasurer's Report	5
February Board Minutes	5
Plant of the Month	7
Supplier/Membership Night	9
Hospice Caring Project	11
Beautification Awards Update	11
Supplier of the Month	13
Keep In Touch	13
Advertisers Index	15
Calendar	16

---

**Next Dinner Meeting**  
**Tuesday, April 25th**  
**Jardines de San Juan**  
**San Juan Bautista**

## 2006 CLCA Central Coast Chapter Directory

### President

Nikos Lynch, Terra Bella Landscaping  
8 Parker Dr. Watsonville, CA 95076  
phone (831) 479-1629 fax (831) 724-2688  
nikos@terrabellalandscape.com

### Immediate Past President

Tom Reily, Tom Reily Landscape  
1840 41st Ave., Capitola, CA 95010  
phone (831) 458-2634 fax (831) 458-1104  
trl124@aol.com

### Secretary

Jessica Petrini, Ecoturf  
phone (831) 427-0379 fax (831) 440-9877  
jp@artificiallawnsolutions.com

### Treasurer

Laurie Reily  
6749 E. Zayante Road, Felton, CA 95018  
phone (831) 335-2102  
twinkis31@aol.com

### VP Membership

Mike Partida, Borderlines, Inc.  
PO Box 67393, Scotts Valley, CA 95067  
phone (831) 440-9537 cell (831) 332-7645  
mpborderlines@sbcglobal.net

### VP Communications/Scholarship

Steve McDonald, CLT, McDonald Landscape  
141 Holiday Drive, Hollister, CA 95023-6007  
phone (831) 636-1430 fax (831) 636-7826  
steve@mcdonald-landscaping.com

### VP Education

Pete Gluhaich, Greenstreak Landscaping  
1105 New Bolsa Road, Gilroy, CA 95020  
phone (408) 848-9446 fax (408) 848-2766  
cell (408) 483-6140  
manida@garlic.com

### VP Awards/Scholarship

Christopher Elliott, CLT, Aqua-Green Landscape Irrigation  
P.O. Box 66232, Scotts Valley, CA 95067-6232  
phone/fax (831) 438-3179  
aquagreen1@aol.com

### Associate Member Representative

Dennis Rabe, Graniterock  
303 Coral Street, Santa Cruz, CA 9506  
phone (831) 471-3400  
drabe@graniterock.com

### Event Coordinator

Kelly Shaeffer, Plant Providers  
PO Box 46, Redwood Estates, CA 95044  
phone (408) 314-2668  
fax (408) 904-7035  
kelly@plantproviders.net

### Newsletter Editor

Ki Bowman, M/O Graphics  
518 Seabright Ave., Ste. 105, Santa Cruz, CA 95062  
phone (831) 423-5268 fax (831) 423-5292  
ki@cruzio.com

## 2006 CLCA State Board of Directors

### President

Tom Ellington  
Bayscape Management Inc.  
(408) 487-9620, (408) 487-9621 fax  
tome@coastmanagement.com

### President-Elect

Peter Estournes, CLP/CLIA  
Gardenworks Inc.  
(707) 857-2053, (707) 857-2055 fax  
pje@gardenworks-inc.com

### Immediate Past President

Barbara Alvarez  
Golden State Landscaping Inc.  
(626) 917-1614, (626) 917-2611 fax  
gslinc@gmail.com

### Secretary/Treasurer

Gordon Larson  
Larson Landscape & Maintenance  
(818) 776-8197, (818) 609-9060 fax  
larsonland@larsonlandscape.com

### Associate Members

Heath Bedal  
JPH Group, LLC  
(916) 457-5925, (916) 457-7041 fax  
heath@jphonline.com

### Chapter Presidents Council North

Cathy Gurney  
Sierra Landscape & Maintenance  
(530) 895-0263  
(530) 894-6754 fax  
cathy@sierralandscapchico.com

### Chapter Presidents Council South

Kamran Dideban  
Aaron Landscape Inc.  
(714) 529-5047  
(714) 529-0534 fax  
kamran@aaronlandscape.com

### Education

Jon Alsdorf, CLT  
Jon Alsdorf Landscape Contractor  
(559) 276-1726  
(559) 276-1726 fax  
jralandscape@aol.com

### Events

William C. Schnetz, CLP  
Schnetz Landscape Inc.  
(760) 591-3453, (760) 796-4252 fax  
bill@schnetzlandscape.com

### Director of Legislation

Robert Wade, CLP, CIA  
Wade Landscape Inc.  
(949) 494-2130, (949) 494-3583 fax  
wli2005@gmail.com

### Membership

Peter Dufau, CLT  
Dufau Landscape  
(805) 985-2421, (805) 985-2419 fax  
dufauland@aol.com

### Resource Management

Frank Niccoli  
The Village Gardener Inc.  
(650) 592-9440, (650) 592-9441 fax  
frank@thevillagegardener.com

### Executive Director

Sharon McGuire  
CLCA Headquarters  
(916) 830-2780 x13, (916) 830-2788 fax  
sharonmcguire@clca.org

**SOQUEL NURSERY**



**GROWERS**

www.soquelnursery.com  
info@soquelnursery.com

3645 North Main Street, Soquel, CA 95073  
831/475-3533 800/552-0802 831/475-1608

**WHERE QUALITY GROWS....**



**WARREN SEIFERT**  
Cell: (831) 801-6542 • (800) 735-7879  
400 Park Center Dr., #7 - Hollister, CA 95023

**Growers of Quality Fescue & Bermuda Sod**

## APRIL DINNER MEETING

### Tuesday, April 25th, 2006

5:30 No-host beverages 6:30 Dinner & Program

### Jardines de San Juan

115 Third St., San Juan Bautista (831) 623-4466

Directions: From 101, merge onto CA-156 East towards San Juan Bautista/Hollister.  
Turn left onto The Alameda. The Alameda becomes Third Street.

#### Presentations

Roy Sikes, Soquel Water District: Water Supply and Conservation Issues  
Kathleen Harley, ET Water: Water Conservation Systems

**Cost is \$25.00 per person**

#### Menu

Choice of:

Taco, Cheese Enchilada, Rice and Beans  
Chile Relleno, Chicken Enchilada, Rice and Beans  
Chile Verde, Rice and Beans  
Carne Asada, Rice and Beans

**RSVP to Kelly Shaeffer, (408) 314-2668 or email: [kelly@plantproviders.net](mailto:kelly@plantproviders.net)**



License No. 0755906

Ron E. Pohndorf  
Senior Account Executive

LANDSCAPE CONTRACTORS INSURANCE SERVICES, INC.  
1835 North Fine Avenue • Fresno, California 93727-1617  
(559) 650-3555 • (800) 628-8735 • FAX (559) 650-3558  
email: [insure@lcisinc.com](mailto:insure@lcisinc.com)

specification grade low voltage lighting components  
for more information contact John at 866-251-5559

## Nursery Specializing in Edible Landscaping Opens

Susan Wyche, *Green Perspectives*, (831) 234-3838

Homegrown Gardens, a new edible plants nursery, has opened at Natural Bridges Farm at the intersection of Delaware Ave and Shaffer Road in Santa Cruz. It welcomes members of the CLCA, and hopes to build a clientele of professional landscapers.

With interest in edible landscaping on the rise, gardening professionals will find the nursery a useful resource for popular, unusual, and heirloom varieties of fruit trees, berries, vegetables, herbs and fruiting vines.

The nursery will maintain stock throughout the year, not just in early springtime, and annual and perennial

vegetables will be grown for their seasonal appropriateness. The nursery has selected fruit trees that favor the coastal climate--pear and apple varieties, for example, that can tolerate lower hours of chill and still fruit successfully. It will also carry blueberries and raspberries that accept coastal conditions—including the unusual “golden” raspberry—as well as several varieties of strawberries and grapes, and perennial vegetables such as artichokes and rhubarb. All stock will be grown organically. Homegrown Gardens also handles contract growing for specialty items (not just edibles), and has grown stock for garden shows and other

unique situations.

Homegrown Gardens is a new venture for the Homeless Garden Project, which provides homeless and low-income people with job and life-training skills in the context of an organic garden. Graduates of the program have found jobs with landscapers, nurseries, and pursued degrees in horticulture at Cabrillo College.

Please come by and check out this new resource, and support a worthy cause. For more information about plants, hours, and location, see [www.homegrown-gardens.org](http://www.homegrown-gardens.org) or call the nursery at (831) 423-1020.



**“John Deere Landscapes  
knows the needs of my business  
and they often  
anticipate those needs...”**

*“This type of relationship is very beneficial, especially during the busy months when fast service and delivery are crucial. John Deere Landscapes is always willing to go out of their way to meet the demands of the contractor.”*

*— Eric Lorgen, Owner, Lorgen Irrigations, Inc.*

John Deere Landscapes is your one supplier for all the irrigation, lighting and landscape supplies you need. With over 275 branches nationwide, we have a location near you. Stop by and see what we can offer you today!

*12 North Coast and Central California Locations:*

Arroyo Grande	Bakersfield	Dublin	Gilroy	Livermore	Nipomo
Pacheco	Paso Robles	San Carlos	San Jose	San Rafael	Santa Rosa

**800-347-4272**      [www.JohnDeereLandscapes.com](http://www.JohnDeereLandscapes.com)



**JOHN DEERE  
LANDSCAPES**



Spray Heads, Rotors & Controllers



Valves, Valve Boxes & Hoses



Pipe & Drainage Supplies



Drip Irrigation Supplies



## Treasurer's Report

by Laurie Reily, Treasurer



### March

**Opening Balance:** \$24,668.72

#### Receipts:

Dinner Meeting	\$651.00
Holiday Dinner	\$400.00
Newsletter Advertising	\$2,420.00
Awards Dinner	\$300.00
Awards Sponsorship	\$525.00
Membership Night	\$1,072.00
Golf Tournament	\$1,300.00
<b>Total Receipts:</b>	<b>\$6,668.00</b>

#### Disbursements:

Board Meeting	\$80.57
Membership Night	\$2,076.47
Postmaster–Newsletter	\$500.00
M/O Graphics–Newsletter	\$1,789.00
Web Site	\$240.00
Other Publications/Banner	\$500.00
Print Smith–Newsletter	\$569.20
Office/Fax Charges	\$39.00
<b>Total Disbursements:</b>	<b>\$5,821.93</b>

**Checking Balance:** \$25,514.79

**Savings Balance:** \$7,217.10

## February Board Meeting Minutes

by Jessica Petrini, Secretary

Call to order: The meeting was called to order at 6:30 pm by Nikos Lynch. In attendance were Mike Partida, Chris Elliot, Tom Reilly, Dennis Rabe, Nikos Lynch, Jessica Petrini, Regan and Lori Barry from Coastal Evergreen Landscape Co. and Cathy Conway from Hospice of Scotts Valley.

The minutes from the Jan '06 meeting were read and approved. A Community Service project with Hospice was presented by Regan Barry and Cathy Conway. Gary Masamori Designs and Coastal Evergreen Landscape have teamed up to present a landscape design with the goal of creating a tranquil setting in an existing Redwood grove at the Hospice Scotts Valley office. Ponds Away has already installed a waterfall in front of the building. Materials and labor are needed to continue and ways to recognize donations were discussed. There was a consensus reached to approve the design and Regan agreed to head the Committee to coordinate the project. Please contact him at (831)438-4747 or <<http://www.coastalevergreen.com>>[www.coastalevergreen.com](http://www.coastalevergreen.com) if interested in this project.

Chris Elliot gave a report on the upcoming Beautification Awards Banquet on Friday June 23rd 2006 at San Juan Oaks in San Juan Bautista. Chris presented his idea to send out postcards with information and having those interested in participating get applications from the Central Coast CLCA website <<http://www.clca-cc.org> or contact Chris Elliot (831)438-3179. The cost will be \$130 for each company's entr and \$80 for each additional entry.

Dennis gave the Associate Member report. The March Supplier's night will be 3/28 at The Seascape Golf Course.

Tom gave the Treasure's report. Please see elsewhere in the publication for details.

April's dinner meeting will feature Roy Sikes of the Soquel Creek Water District. He will discuss the ET Controllers rebate program and will talk about installing water conserving sprinkler controllers.

Mike gave a brief report on new member interest.

A motion to nominate Ki Bowman of M/O Graphics for Best CLCA Newsletter was presented and accepted.

—cont'd on page 14

**STIHL®**  
Power tools and accessories



LAWN GARDEN  
**B&B**  
Small Engine Repair

**1700 Commercial Way, Santa Cruz**  
**(831) 476-6306**

Parts • Sales • Service • Accessories • Sod  
Safety Gear • Arborist Supplies • Hand Tools  
Rakes • Tarps • Oil • & More

**HONDA**  
**Lawn & Garden**



For optimum performance and safety, read your owner's manual before operating your Honda power equipment

1-800-529-6763  
www.grassfarm.com  
www.garden-accentz.net

**Grass Farm**  
Garden & Accents

QUALITY SOD LAWNS SINCE 1969

- Pottery
- Statuary
- Sod
- Arches & Gazebos
- Seed
- Ground Cover
- Fountains
- Water Gardens
- Specialty Plants
- And More

Two Locations:  
602 Palm Avenue • Morgan Hill  
11155 Lena Avenue • Gilroy

Discount to:  
C27 License Holders & Landscape Architects



**Synthetic Back-Yard Putting Greens**

"Synthetic greens are one of the fastest growing segments of the \$50 Billion a year golf industry"

**PONDSAWAY**  
ALL PRO GREENS MASTER DEALER

Serving Central California

- \* Huge Profit Center - Up to 60%
- \* Green Building Seminars (Hands On)
- \* Factory Pricing & Training
- \* Simple & Easy Add-On Service
- \* Many Extras

FREE CONTRACTOR DVD

800-353-4957  
www.pondsaway.com



# Plant of the Month

by Elizabeth Rhoades, Delta Tree Farms, Inc. (209) 334-4545, [erhoades@deltatreefarms.com](mailto:erhoades@deltatreefarms.com)

## Spiraea species

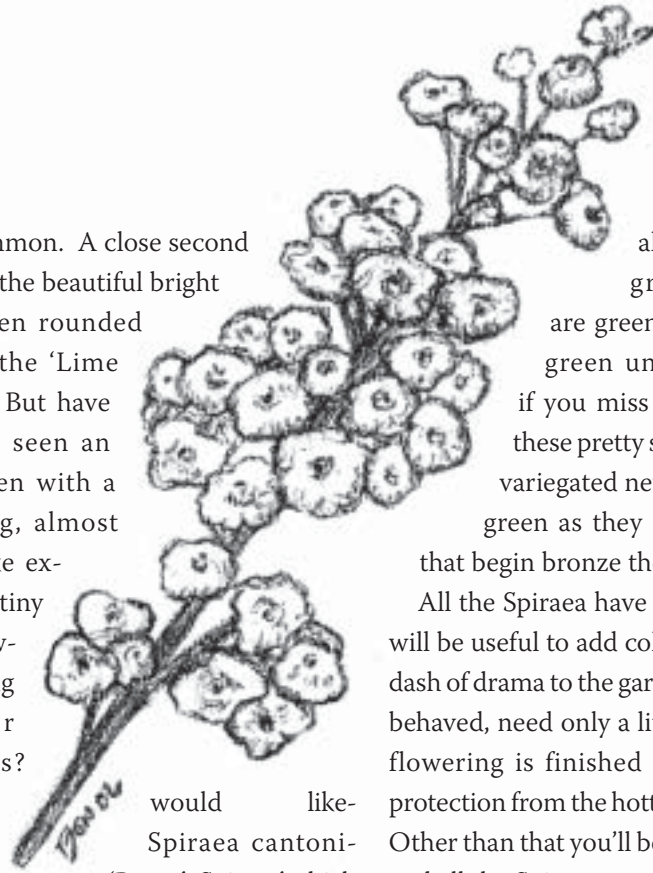
- Evergreen & Deciduous Shrubs
- Many sizes
- Likes Heat
- Needs Some Shade
- Even Moisture

As I sit here listening to the rain on the roof I'm wondering if we'll miss spring this year. Many of the blooming plants we'd be enjoying at this time in dryer conditions may be done blooming by the time the sky finally clears! Just to remind myself that it really is spring, I took a close look around the nursery last week and discovered many plants are behaving like they should this time of year. One group of plants that is reliably flowering in this weather is the Spiraea (Spy-ree-ah).

Rather than choose just one species of this genus (there are over 80 different kinds) I'm recommending all of the Spiraea to you because I've never seen a Spiraea I didn't like. The spectrum runs from little low mounds of bright green roundish leaves topped with tiny white flowers to tall, upright shrubs with arching branches whose flower display is like a cascading bridal veil (one of the best cultivars is called 'Bridal Veil Spiraea'). But the best news is the leaves are not limited to just green, and the flowers don't only come in white! Not only do these pretty shrubs tolerate a wide range of soils and have very few pest problems, there are so many to choose from that most garden sites can accommodate more than one variety.

Perhaps the lovely combination of soft green delicately pointed leaves and pink flowers of the 'Anthony Waterer' variety is

most common. A close second might be the beautiful bright light green rounded form of the 'Lime Mound'. But have you ever seen an old garden with a spreading, almost hedge-like expanse of tiny white flowers on long slender branches? That would like-ly be Spiraea cantoniensis, or



also has small dark green leaves that are green above and blue-green underneath. Even if you miss the flowering on these pretty shrubs, many have variegated new leaves that turn green as they mature, or leaves that begin bronze then turn to green.

All the Spiraea have a soft texture and will be useful to add color, interest, and a dash of drama to the garden. They are well behaved, need only a little shaping when flowering is finished and prefer some protection from the hottest afternoon sun. Other than that you'll be pleased with any and all the Spiraea you decide to try!

YOUR PROJECT SUPPLY STORE



Ask our friendly experts!

Building & Landscaping Supplies  
Pavers • Erosion Control  
Retaining Walls • Rock, Sand, Gravel  
Concrete • Delivery Services

831.471.3400  
303 Coral Street  
Santa Cruz

831.768.2500  
540 West Beach Street  
Watsonville



Graniterock

graniterock.com

**PUT OUR SOD  
ON YOUR RESUMÉ**

*Bolero™*  
Dwarf Fescue

**DELTA BLUEGRASS COMPANY**  
SPECIALIZED BLENDS AND VARIETIES  
Contact Frank Halstead • (800) 844-2402  
www.deltabluegrass.com



Fine Bluegrass-Like Texture  
Excellent Disease Resistance  
Environmentally Wise: Less Water, Fewer Clippings  
Superb Heat Tolerance  
Beautiful Dark Green Color Year Round

**DROUGHT RESISTANT  
NURSERY**

Wholesale Suppliers  
for the entire Monterey Bay Area



Specializing in locally grown  
**NATIVES - SHRUBS - TREES  
GROUNDCOVERS**

We offer  
**BROKER SERVICE  
DELIVERY**

Call for pricing  
**831-375-2120**  
850 Park Ave., Monterey



**PACIFIC  
INTERLOCK  
PAVINGSTONE**

Factory: 1895 San Felipe Rd., Hollister, CA 95023  
(831) 637-9163 FAX (831) 637-0756

Sales Office: 1193 B. South DeAnza Blvd., San Jose, CA 95129  
(408) 257-3645 FAX (408) 257-3849

[Jtonder@pacinterlock.com](mailto:Jtonder@pacinterlock.com)    <http://www.pacinterlock.com>



**LET US  
SHOW YOU  
HOW TO,  
EXPAND YOUR  
ECONOMIC  
POSSIBILITIES  
WITH THE  
EASE OF  
PAVINGSTONES !**



# Suppliers/Membership Night 2006 – A Great Time For Everyone

submitted by Dennis Rabe, Graniterock



The Annual Supplier/Membership night held on March 28, 2006 was a great success. This year's event was held at the Aptos Seascope Golf Course and was attended by 76 contractors and suppliers.

*Organizer, Dennis Rabe.* It included 23 supplier information tables, a delicious southwest buffet, a huge raffle drawing, and an early appearance from the Easter Bunny! (Dave and Georgina Abbott made the rounds of the dinner tables distributing goodies.) There was a lot of networking, information gathering and laughter taking place all evening. A huge thank you to all the attendees for making the event so successful; and in particular much gratitude to the supplier members for their very generous donation of the many wonderful raffle gifts.

*Vicky Duke of Drought Resistant Nursery had a dynamic display.*



*Wade Petrini (left), of Ecoturf, offers some information on the virtues of artificial turf.*



*Robert Vasquez, of the Grass Farm, was the lucky winner of the weed eater donated by B & B Small Engine Repair.*

*Dave Abbott, of Abbott's Pro Power, treated diners to a little bunny power.*



**Amazing Selection!**



- boulders, bricks, retaining walls
- soil, mulch, compost
- pavers, flagstone
- outdoor ovens
- great service and much more!

**Open 7 Days**



**CENTRAL Home Supply**  
www.centralhomesupply.com

**Highway 1 @ River St.  
Santa Cruz • 423-0763**

**Martins'**  
IRRIGATION SUPPLY, INC.

*"Great things are created with quality service"*  
*Serving your irrigation needs since 1976*

**RAIN BIRD**  
and ALL major manufacturers

Drainage Supplies • Erosion Control • Pumps  
Sprinkler & Drip Irrigation • Landscape Lighting  
Contractor Referrals • Delivery Available

**Commercial & Residential**  
**831-394-4106**  
FAX 831-394-2011  
420 Olympia Avenue, Seaside, CA



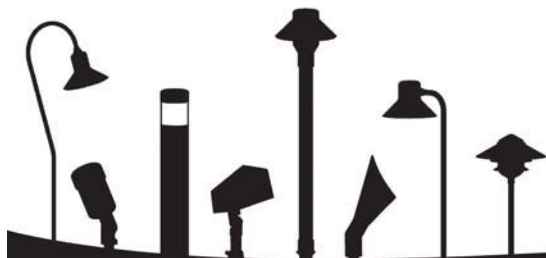
**EWING**  
Irrigation • Golf • Industrial



**CLCA**  
Supporting the CLCA since 1973

*your source for the*  
**largest lighting inventory**  
*in California.*

GILROY 408.848.5515	SAN JOSE 408.436.8848
MONTEREY 831.656.9530	SANTA CRUZ 831.464.6777
SAN CARLOS 650.591.2618	



Tired of backorders? Ewing can help you complete **more jobs in less time**. We have partnered with premier lighting manufacturers to offer you an unparalleled network of sales, support and service, with quality products from major manufacturers such as FX Luminaire, Focus, Hadco, Nightscaping, and Landscape Lites. Ready to get started? Call your local Ewing today!

**1.800.343.9464 | www.ewing1.com**

# CLCA and the Hospice Caring Project

by Cathy Conway, Director of Development

Last fall, Hospice Caring Project moved its headquarters to an office building on Disc Drive in Scotts Valley. Our primary goal with this move was to secure adequate space – with over 80 employees and more than 250 volunteers – for training and coordinating patient care and grief support services. Our new headquarters provides this space and allows us to continue to provide

compassionate end-of-life care and grief support to our entire community.

Along side the building is a small area where two old picnic benches currently sit beneath a redwood grove. We envision this as a place for reflection where grieving family members and staff can find a quiet moment away from the office environment. Our friends at Pondsaway installed a beautiful, calming waterfall at our building's entrance and offered to help create this vision of a usable, tranquil outdoor space.

We were excited when Coastal Evergreen Company created plans that include a path into the redwood grove and a deck area. Regan Barry agreed to manage the project and the CLCA Board adopted the project in February.

A planning committee is currently gathering donations of material and labor, with a goal to begin the project in May. If you'd like to see the plans, offer materials and support, please call Regan at 438-4747 or Cathy Conway at Hospice Caring Project 430-3073.

## Hospice Project Materials List

### Pavers:

- 1.) 600 square feet of pavers
- 2.) 6 yards of base rock
- 3.) 4 yards of sand

### Stones:

- 1.) 4 tons of boulders
- 2.) ½ ton stepping stones (flagstone)

### Plants:

- 1.) 44 one gallon
- 2.) 20 five gallon
- 3.) 3 fifteen gallon
- 4.) 6 yards of redwood top dressing
- 5.) 3 yards of top soil blend

### Deck:

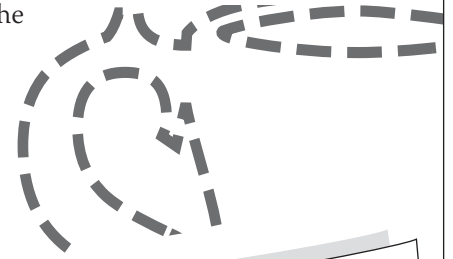
- 1.) 1060' trex 1x6 boards
- 2.) 70' of 4x8 Doug fir pressure treated lumber
- 3.) 360' of 2x8 Doug fir pressure treated lumber
- 4.) 40' of 12" sono tubing
- 5.) 100 bags of ready mix concrete
- 6.) 7 simpson 4x4 post brackets
- 7.) 15 lbs of 3" screws
- 8.) 14 new ½"x5" bolts and nuts

### Railing:

- 1.) 65' 4x4 trex posts
- 2.) 42 new ½" x 5" bolts
- 3.) 66' 1x6 trex rail cap
- 4.) 600' 2x2 trex
- 5.) 198' 2x4 trex

## Beautifications Awards Update

Entries are still being accepted for the 2006 Beautification Awards competition, but don't delay! The entry deadline is April 25th. There are many entry categories to choose from. You can submit entries at the April dinner meeting or mail them to Chris Elliott, PO Box 66232, Scotts Valley, CA 95067. Entry forms are available online at [www.clca-cc.org](http://www.clca-cc.org). If you have questions or need an entry form mailed to you, call Chris at (831) 438-3179. Whether you are entering or not, plan to join us the festivities at the San Juan Oaks Golf Club on Friday, June 23rd, to see who the big winners are. It's a great opportunity to see what your fellow contractors are up to—not to mention the fact that, with Master of Ceremonies Chris Elliott in charge, you are *sure* to have a good time!

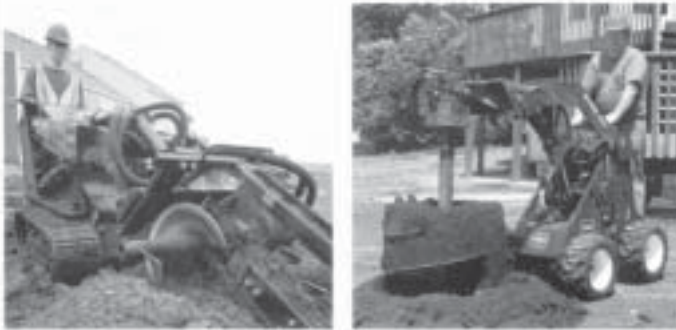


### Things to do:

1. Download Beautification entry form from internet **today**.
2. Complete entry and submit it by **April 25th**.
3. RSVP to Awards Dinner before **June 23rd**.

# Meet Your Newest Employee.

Enhance labor and improve profitability!



## Toro Dingo and Dingo TX Compact Utility Loaders

- **Compact** – Fits through openings as small as 36"
- **Powerful** – Trench 36" deep, auger 30" holes!
- **Versatile** – Trench, plow, till, cultivate, bore, auger, grade and much more! Over 35 attachments available to tackle any job.
- Tackles jobs that could only be handled with manual labor before.



DINGO® COMPACT UTILITY LOADERS

### TRACTOR EQUIPMENT SALES

705 Tully Road  
San Jose, Ca 95111  
408-297-7422

25886 Clawiter Road  
Hayward, Ca 94545  
510-782-0600



See you at the April Dinner Meeting  
Jardines de San Juan  
April 25th, 2006

Delivering Value

## Developing Great Relationships

Target Specialty Products has delivered value to landscape professionals for over 35 years. We deliver value in the form of:

### Complete Product Line including:

- Fertilizers
- Spray Equipment
- Herbicides
- Safety Equipment

### Seminars & Training Written Recommendations

When it's your reputation on the line, don't settle for anything less than the BEST!

Target Specialty Products is an authorized distributor for



Target Specialty Products  
15415 Marquardt Avenue Santa Fe Springs, CA 90670  
562-802-2238 - 800-352-3870 - 562-802-1786 Fax



Fresno, CA 800-827-4389  
San Jose, CA 800-767-0719  
Tempe, AZ 800-352-5548

San Marcos, CA 800-237-5233  
Portland, OR 877-827-4381  
Sacramento, CA 800-767-0719

Visit us on the Web at: [www.target-specialty.com](http://www.target-specialty.com)



Christopher Voelker  
Phone (831) 674-3058  
FAX (831) 674-3163

P.O. Box 248  
Greenfield, CA 93927  
Sod Orders 1-800-525-8877  
Web: [www.greenfieldsturf.com](http://www.greenfieldsturf.com)

## VISTA 50,000 Hour LEDs



- Solid State Design
- 50,000 Hours of Reliable Operation
- Eliminates Frequent Re-Lamping
- Greater Efficiency and Energy Savings
- "Cool Touch" For Safety
- Mix and Match in Existing Systems



Call for a FREE Vista 2005 Catalog:  
800-766-VISTA (8478) • [www.vista-pro.com](http://www.vista-pro.com)

## Supplier of the Month – ET Water Systems

by Ki Bowman, with extracts from [www.etwater.com](http://www.etwater.com)

For a proper introduction to ET Water, one must first meet Kathleen Harley, Account Sales Manager. Kathleen just finished getting her AS degree in Environmental Horticulture/Landscape Design from Foothill College, joining the ET Water team in February, 2006. She is an IA certified Landscape Auditor and Golf Course Auditor with several years in landscape-related fields. She's been involved with CLCA since 2003.

So, what does ET Water do? They produce irrigation control systems that combine state-of-the-art horticultural science with proprietary web-based technology to automate the scheduling of sprinkler and drip irrigation for commercial, municipal and residential landscapes. Water is applied to landscapes based on current weather conditions and specific landscape factors, including plant type, soil type, slope and sun/shade conditions (using

the science of evapotranspiration or "ET". With an ETWS irrigation control system users do not set their initial watering schedules or make ongoing adjustments. All irrigation scheduling is done automatically by the ETWS central server that communicates daily with the on-site controller to download a new weather-based irrigation schedule tailored to the user's custom landscape profile and the water needs of his/her plants. The ET Water irrigation system features two-way communication so it can not only take in and execute a new schedule, but it reports back to the server what the system has done and if any on-site manual adjustments have been made to the schedule. A property owner or landscaper may also remotely make adjustments, including drought restrictions. Landscape contractors can remotely monitor and control hundreds of sites from their PC. Recent industry

standard testing conducted by the Center for Irrigation Technology (CIT) for the Irrigation Association (IA) showed that ET Water's automatic scheduling system provides 100% of plant water needs with a near-perfect 98.5% irrigation efficiency rating, virtually eliminating all over-watering and runoff.

The five primary elements in the ETWS irrigation control system are: a local weather station, an ETWS field controller, the ETWS customer website, the ETWS central server, and proprietary scheduling software that runs on the server.

ET Water Systems was founded in Marin County in 2002. After two years of product design and extensive testing, product manufacturing began in December of 2004.

Kathleen will speaking at the April dinner meeting in San Juan Bautista. Come meet her and answer all your questions about "smart" water application!

## Let's Keep in Touch

You may have gotten a call about last month's dinner meeting (Supplier/Membership Night). This effort was spearheaded by Kelly Shaeffer, the Central Coast's Event Coordinator in response to the requests of several members that they be reminded of the scheduled meetings. If you've been looking for a way to be more involved with the chapter but don't have a whole lot of time, here's something you can do: Kelly could use a couple of people to help with the phone tree once every two months. It's an easy task that you can do from your office or home. If you're interested, please call Kelly at (408) 314-2668 or email her <kelly@plantproviders.net>.

Would you prefer an email reminder about Chapter dinner meeting dates and other special events? Send a message to Steve McDonald <steve@mcdonald-landscaping.com> and he'll keep you informed.

## Free Software

Are you intrigued by everything you've heard about the Better Than A Thousand Words software? A class is being offered at Comp USA, in San Jose, for \$95.00. (The software, free with the class, is worth \$900.00.) If you would like to learn to use this powerful design and marketing tool, call Tom Reily at (831) 335-2102.

## Monterey Bay Green Gardener Certification Program

**Where:** Salinas Adult School, 20 Sherwood Place, Salinas CA

**When:** Tuesdays, March 28-June 6, 5-7pm

**Contact:** Sherry Lee Bryan, 831-426-5925 ext. 114, sherry@ecoact.org

**President's Message—cont'd**

What about CLCA lobbying efforts? Did you know that CLCA has dedicated \$100,000 to immigration reform this year? That is in addition to the countless volunteer hours and letters sent so far to help this worthy and courageous cause. Work like this will help the contracting community, by bringing what would otherwise be unlicensed operators into a legal working relationship with contracting companies. Now is the time to call and write letters to state lawmakers such as Simon Salinas (100 West Alisal St., Suite 134, Salinas, CA 93901), John Laird (701 Ocean St., Santa Cruz, CA 95060), and Abel Maldonado (1356 Marsh St., San Luis Obispo, CA 93401). Our efforts coincide perfectly with recent marches and political pressure from the community.

Hard work for worker's compensation reform and smart shopping by LCIS gave us a huge reduction in worker's compensation rates this year. Mine went down to almost 50% from last year. I am so glad I did not put my foot in my mouth when I recommended sticking with LCIS. They came through, they are a solid company, and everyone should be happy. I will now be charging \$10 a piece for any future predictions.

We have an approved plan and have organized a committee for our next community service project, the Hospice Caring Project headquarters in Scotts Valley. Regan Barry with Coastal Evergreen has done a great job getting together a team. Recently, there was a meeting held at his office followed with a site assessment of the project. I plan to participate; I might learn the secret to his winning so many awards last year.

The Beautification Awards applications are available online now at [clca-cc.org](http://clca-cc.org). Make sure to get the applications back on time. The contest should be pretty big this year. You won't want to miss it.

**February Minutes—cont'd**

A motion was made and accepted to have a Central Coast Chapter CLCA sponsorship for the Tom Reily Racing Team.

Adjournment: The meeting was adjourned at 8:15 pm.



**FREE CATALOG** **EVERYTHING YOU NEED TO KNOW ABOUT IRRIGATION, ALL IN ONE PLACE.**

Discover all that's new and exciting in the industry. See all the latest offerings that will make your job easier and your landscape look its best.

Call 800-733-2823 for your free catalog today.

**Hunter**  
www.HunterIndustries.com

**PACIFIC SOD**

Medallion Fescues  
Tall, Bonsai, or Plus

PennBlue Sports Turf  
Bluegrass-Ryegrass

Free Delivery  
over 1000 Sq. Ft.

**Rob Brannon**  
Territory Manager

THE PROFESSIONAL'S CHOICE  
800-692-8690

**Horticultural Testing & Advising**

- Landscape Site Evaluation
- Soil Fertility & Salinity Testing – Conventional & Organic Amendment Recommendations
- Irrigation Water Suitability
- 20 Years Experience, MS Horticulture
- Fast Turnaround

**PERRY LABORATORY**  
Since 1938

424 Airport Blvd. • Watsonville, CA 95076 • 831 722-7606

**ECOTURF**  
Innovative Lawn Solutions

Wade Petrini  
(831) 427-8085  
Cell: (831) 818-9207

Product Sales:

- ★ Artificial Grass & Putting Greens
- ★ For Contractors / Homeowners
- ★ Installation Training Available

[www.artificiallawnsolutions.com](http://www.artificiallawnsolutions.com)

# Advertisers Index

The following advertisers support our chapter. Please support them in return.

<b>All Pro Greens</b> .....	800-334-9005	<b>Hunter Industries</b> .....	916-626-9204
<b>A-G Sod Farms</b> .....	800-735-7879	<b>John Deere Landscapes</b> .....	800-347-4272
<b>B &amp; B Small Engine Repair</b> .....	831-476-6306	<b>L.C.I.S. Insurance</b> .....	800-628-8735
<b>Central Home Supply</b> .....	831-423-0763	<b>Martin's Irrigation</b> .....	831-394-4106
<b>Delta Bluegrass Co.</b> .....	800-637-8873	<b>Pacific Interlock Pavingstone</b> .....	408-257-3645
<b>Drought Resistant Nursery</b> .....	831-375-2120	<b>Pacific Sod</b> .....	800-692-8690
<b>Ecoturf</b> .....	831-427-8085	<b>Perry Laboratory</b> .....	831-722-7606
<b>Ewing Irrigation</b> .....	831-656-9530/831-464-6777	<b>Pondsaway/All Pro Greens</b> .....	800-353-4957
<b>FX Luminaire</b> .....	800-688-1269	<b>Soquel Nursery Growers</b> .....	831-475-3533
<b>The Grass Farm</b> .....	408-779-3148	<b>Target Specialty Products</b> .....	408-293-6032
<b>Graniterock</b> .....	831-471-3400/831-768-2500	<b>Tractor Equipment Sales</b> .....	408-297-7422
<b>Greenfield's Turf</b> .....	831-674-3058	<b>Vista Lighting</b> .....	800-766-8478

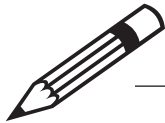
## 2006 Central Coast Chapter Partners

**Oak level:** Ewing Irrigation • FX Luminaire • Graniterock • The Grass Farm  
Hunter Industries • Hydro Turf • LCIS • Tractor Equipment Sales

**Redwood Level:** Abbott's Pro Power • Delta Bluegrass

**Maple Level:** Jerry Allison Landscaping • Far West Design and Landscape  
Greenfield's Turf • Greenstreak Landscaping • Houle Landscape  
and Maintenance • McDonald Landscaping • Plant Providers  
Prime Landscape

We appreciate our partners, whose support helps make possible many of the CLCA Central Coast Chapter's events.



Mail or email your Seascape newsletter submissions to the Editor:

Ki Bowman  
M-O Graphics  
519 Seabright, Ste. 105  
Santa Cruz, CA 95062  
831-423-5268  
ki@cruzio.com

### 2006 Seascape Advertising Rates

Rates per year (10 issues):

Size of Ad:	Members	Non-Members
Business Card	\$350	\$500
1/4 page (4.5" by 3.25")	\$500	\$650
1/2 page (4.5" x 7")	\$700	\$850
Full page	\$1000	\$1150
Insert (one issue)*	\$300	\$450

\*Advertiser to supply insert.

Contracts and payments should be mailed to:  
Laurie Reily, Treasurer, 6749 E. Zayante Rd., Felton, CA 95018 phone: 831-335-2102  
Make checks payable to: CLCA Central Coast Chapter

## Calendar of Events

**April 25**, Chapter Dinner Meeting, Jardines, San Juan Bautista (408) 314-2668

**April 25**, Beautification Awards entry deadline, [www.clca-cc.org](http://www.clca-cc.org), (831) 251-7362

**May 6**, Nature Intelligence Workshop, Live Oak Grange, Santa Cruz (831) 425-3514, [www.terranovalandscaping.com](http://www.terranovalandscaping.com)

**May 12**, Mothers' Day Weekend Plant Sale, Cabrillo College, Aptos (831) 479-5762

**May 19**, "Fossil-Free Landscaping" Live Oak Grange, Santa Cruz (831) 425-3514

**May 19**, Field Day at Norman's Nursery, Linden, (209) 887-1215, [lrocha@nngrower.com](mailto:lrocha@nngrower.com)

**May 27**, Ecology Action's Composting Workshop, Live Oak Grange, Santa Cruz (831) 426-5925

**June 23**, Beautification Awards Banquet, San Juan Oaks Clubhouse, San Juan Bautista (408) 314-2668

**July 15-30**, Summer Permaculture Design Course, Mt. Madonna School, Watsonville (831) 840-6045

**September 13**, Chapter Golf Tournament, San Juan Oaks Golf Course, San Juan Bautista, (800) 673-8873

**October 24**, "Secret" Dinner Meeting, Golden Oak restaurant, Morgan Hill (408) 314-2668

*Have anything to add to the calendar? Send copy to the newsletter editor by the 1st of the month. Fax: (831) 423-5292 Email: [ki@cruzio.com](mailto:ki@cruzio.com)*

### Chapter Dinner Meeting

**Tuesday, April 25th**

**Jardines de San Juan**

**San Juan Bautista**

details on pg. 3

RETURN SERVICE REQUESTED