

Tuesday, May 27, 2008

# **Up Close and Personal at Pacific Ground Cover & Nursery**

Join us on May 27, for a casual tour and BBQ dinner at Pacific Ground Cover and Nursery in Santa Cruz. There will be plenty of time to network and mingle among the greenery during a fabulous BBQ dinner in the greenhouse. And, don't miss our great raffle!

Where: Pacific Ground Cover & Nursery

2440 Mattison Lane, Santa Cruz, CA 95062 • (831) 462-1610

Cost: \$30.00/person

When: Tuesday, May 27, 2008

5:30 p.m., tour of the nursery. Dinner to follow.

**RSVP:** Tish O'Reilly (831) 462-1610

Menu: •BBQ Chicken

•BBQ Tri-Tip

• All the fixin's compliments of Ewing Irrigation

Includes drinks and dessert

Information: For more information, contact Tish O'Reilly at Pacific Ground Cover &

Nursery (831) 462-1610



Membership/Supplier Night on March 25, was a tremendous success with a host of vendors, including Valley Crest Tree Company pictured here, showing their wares to Central Coast members and potential members.

For more photos, see pages 4-6.



# **Upcoming Awards Dates**

- May 6 Final Application Deadline (with late fees)
- •May 29 & 30 Judging
- •July 19 Beautification Awards Dinner

# INSIDE

Chapter & State Directory	2	
President's Message		
Membership/Supplier Night		
23rd Annual Awards Banquet		
Treasurer's Report		
Board Minutes		
SFFG Show: One in a Million		
Chapter Community Project		
Synthetic Turf Seminars		
CLCA Online Tools	11	
CLCA Summer Meeting	13	
Chapter Partners	15	
Calendar of Events	16	

# 2008 CLCA Central **Coast Chapter Directory**

# **Immediate Past President**

Nikos Lynch, Terra Bella Landscaping 1500 Graham Hill Road, Suite C Santa Cruz, CA 95060 (831) 479-1629 / Fax (831) 477-0222 nikos\_lynch@yahoo.com

#### **President**

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

#### **President-Elect**

Open Position

#### **Vice President**

Tish O'Reilly, Pacific Mountain Horticulture / Pacific Ground Cover & Nursery 2440 Mattison Lane Santa Cruz, CA 95062 (408) 353-3878 / Nursery: (831) 462-1610 Fax (831) 462-1690 tish@pacificgroundcovers.com

### **Treasurer**

Laurie Reily 6749 E. Zayante Road Felton, CA 95018 (831) 335-2102 / Fax (831) 335-3189 Twinkis31@aol.com

## Secretary

Jessica Petrini Eco Turf/Artificial Lawn Direct PMB 193, 849 Almar Avenue, Suite C Santa Cruz, CA 95060 (831) 430-9260 / Fax (831) 440-9877 jp@artificiallawnsolutions.com

## Membership

Mike Ruscoe, Ewing Irrigation 5550 Soquel Ave., Santa Cruz, CA 95062 (831) 464-6777 / Fax (831) 464-6770 Cell (408) 981-7262 mruscoe@ewing1.com

# **Event Coordinator**

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

## Communications/Scholarship

Steve McDonald, McDonald Landscaping 141 Holiday Drive Hollister CA 95023 (831) 636-1430 / Fax (831) 636-7826 steve@mcdonald-landscaping.com

### **Education**

Nikos Lynch, Terra Bella Landscaping 1500 Graham Hill Road, Suite C Santa Cruz, CA 95060 (831) 479-1629 / Fax (831) 477-0222 nikos\_lynch@yahoo.com

# **Public Relations**

Jerry Allison, Jerry Allison Landscaping 1931 W. Beach St. Watsonville, CA 95076 (831) 688-6746 / Fax (831) 688-6771 jerry@jaland.com

# **Associate Member Rep**

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

### **Awards Banquet**

Leslie Jaquith, Deva Gardens Landscaping PO Box 92 Santa Cruz. CA 95063 (831) 247-6900 info@devagardens.com

#### Liaison to the Board

Tom Reily, Tom Reily Landscape 6749 E. Zayante Road Felton, CA 95018 (831) 212-6397 / Fax (831) 335-3189 trl124@aol.com

#### Liaison to the Board

John David, Prime Landscaping 3635 N. Main Street Soquel, CA 95073 (831) 476-5999 / Fax (831) 476-0363 jd@primelandscape.com

#### Liaison to the Board

Chris Elliott, Aqua Green Landscape P.O. Box 66232 Scotts Valley, CA 95067 (831) 438-3179 Phone/Fax aquagreen1@aol.com

#### **Resource Management**

Leslie Jaquith, Deva Gardens Landscaping PO Box 92 Santa Cruz, CA 95063 (831) 247-6900 info@devagardens.com

#### Seascape Editor

Jerrie Beard, Beard & Associates 1024 Simon Dr., Ste. F Placerville CA 95667 (530) 621-1701 / FAX (530) 621-2043 jsb@beardassociates.com

# **CLCA Headquarters**

1491 River Park Drive, Ste. 100 Sacramento CA 95815-8899 (916) 830-2780 • (800) 448-2522 (916) 830-2788 Fax email: hq@clca.org

# **CLCA Mission Statement**

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

# **CLCA Vision Statement**

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

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



# 2008 CLCA State **Executive Board**

#### **President**

Peter Dufau (805) 985-2421

# **President Elect**

(916) 457-5925 Heath Bedal

# **Immediate Past President**

Peter Estournes (707) 857-2053

## Secretary/Treasurer

(818) 831-1390 Eric Watanabe

#### **Director of Communications Edward Wallace** (562) 755-9914

**Director of Chapter Services** 

#### Chris Hill (415) 457-0506

**Director of Events** 

#### (760) 591-3453 Bill Schnetz

**Director of Legislation** (949) 494-2130

# Bob Wade

**Director of Education** 

#### Jon Robert Alsdorf (559) 276-1726

Frank Niccoli

**Director of Membership** 

#### (559) 453-1670 Tom Delany

**Director of Resource Mngmt** (650) 592-9440

# **Chapter Presidents Council So**

Chuck Carr (818) 832-0176

# **Chapter Presidents Council No**

Ted Sandrowski (530) 345-6101

### **Associate Member Director**

Barry Elder, Jr. (559) 906-9532

# **CLCA Central Coast Chapter Past Presidents**

2008 - Kelly Shaeffer 2007 – Kelly Shaeffer

2006 - Nikos Lynch

2005 - Nikos Lynch

2004 - Tom Reily

2003 – Tom Reily

2002 - Peter Gluhaich

2001 - Peter Gluhaich

2000 - Steve McDonald, CLT-C

1999 - Steve McDonald, CLT-C

1998 - Christopher Elliott, CLT

1997 – Christopher Elliott, CLT

1996 - Paul Iwanaga

1995 - Paul Iwanaga

1994 - Jerry Allison

1993 - Jerry Allison

1992 - Patty Dunks

1991 - Patty Dunks

1990 - Brian Bisnett

1989 - Brian Bisnett

1988 - John Battaglia 1987 - Irving K. Tamura

1986 - John David, CLT

1985 - John David, CLT

1984 - James Mendleski

1983 - Roy Pina

1982 - Craig E. Rogers

1981 – Ron Mendleski

1980 – Ron Mendleski

1979 - George Depesco

1978 – John Brauns

1977 - J. Chris McIntyre

1976 - J. Chris McIntvre

1975 - Don Ross 1974 - Ray Sumida

1973 - Henry Yaminishi



# President's Message

# Couldn't Do It Without You!

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



THANK YOU! to the 30 vendors and 90 attendees for making the 2008
Membership/Supplier Night at the
Seascape Golf Course a tremendous success! We are featuring them here not only to thank them for helping in our success but to applaud their efforts. Especially for all those great raffle prizes! We know you have a choice when selecting suppliers for your business, and we encourage you to make those suppliers who support our Chapter and CLCA your first choice. You can find a list of suppliers and contact information on our website at http://www.clca-cc.org/associates.

# **Our Friends and Suppliers**

# **Oak Partners**

AG Sod

**Delta Bluegrass** 

**Ewing Irrigation** 

FX Luminaire

Graniterock

**Hunter Industries** 

Hydro Turf

Landscape Contractors Insurance Srvcs.

# **Redwood Partners**

Abbott's Pro Power

Grass Farm/Garden Accents

**Plant Providers** 

Pondsaway

**Tractor Equipment Sales** 

### **Associate Partners**

**Artificial Lawns Direct** 

**Basalite** 

**B&B Small Engine Repair** 

Belgard

Calstone Block

Kuida Ag Supply

McNear Brick

Monterey Bay Nursery

Pacific Ground Cover

Pacific Sod

**Peterson Tractor** 

**Soquel Nursery Growers** 

Treasure Island Bar B Ques

Valley Crest Tree Co.

Vision Recycling

Vista Lighting

# **Outside Suppliers**

Central Coast Wilds

One Step

"The supplier's night may have been the best run and most successful Central Coast event that I can remember in recent history. We had crowds, suppliers, lots of interest, members from other chapters, and good food and great prizes. My hat is off to you guys for a great event!"

--Chris Elliott, AquaGreen Landscape

# **Community Project**

We've selected a Chapter Project for 2008 and are looking for volunteers to assist in

building vegetable bins and irrigation stubouts for the bins at New School in Watsonville. Work days are scheduled for June 18 and 19. Come out and assist in creating a vegetable garden for at-risk kids. See details on Page 10. Thanks to Nikos Lynch for bringing this project to the board and coordinating all the efforts.

### **BBQ**

Pacific Ground Cover & Nursery and Ewing Irrigation have teamed up to host a BBQ at Pacific Ground Cover and Nursery in Santa Cruz on May 27. Come out and have some fun as we fire up the grill. See details on page 1.

Please join us for an upcoming event or a board meeting. These are great opportunities to meet and greet and enhance your business. See the back of the newsletter for calendar information.

# **Welcome New Members**

Join us in welcoming the following new members to our chapter.

•Jan Nelson

Jan Nelson Landscape Design

Felton • (831) 335-1708

Jackie Nunez, Student

Santa Cruz

•Susan Suddjian, Student

Capitola • (831) 479-9603

•Barbara Olsen

Barbara Olsen Garden Design

Capitola • (831) 477-1896

# We'd like to get to know you...

Members are encouraged to submit a profile on their business. Email to Jerrie Beard at jsb@beardassociates.com.



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

PERRY LABORATORY

Since 1938

**B&B SMALL ENGINE, INC.** 

Lawn • Garden • Agricultural • Industrial
Outdoor Power Equipment

Parts • Sales • SErvice

1700 Commercial Way, #B Santa Cruz, CA 95065

476-6306



# Membership/Supplier Night a Huge Success!

Central Coast Chapter members were treated to another fine event at the March 25 Membership/Supplier Night. Over 30 suppliers brought out samples and set up a display table to show their wares. And the sixty plus contractors and designers who attended made it worth their while.

As always, our suppliers came up with some great drawing prizes. As a bonus for their generosity, they were allowed to tell a little bit about their company before drawing the winning ticket for their prize. What a great way to promote your business to a captive audience! Lots of folks went home with some really great prizes.

Held once again at the Seascape Golf Course, the event began at 4:00 p.m. allowing plenty of time to see what the vendors had to offer. At 7:00 p.m., dinner was served, followed by general announcements and the raffle. Thank you to all the vendors for participating in our event and to all the contractors and designers who came out to see what they had to offer.



Above: Jim Neve, Dennis Rabe, Steve McDonald, Chris Elliott

At right: McNear Brick & Block







Above right: Harley of Peterson Tractor At right: Tish O'Reilly (far left) shows her wares at the Pacific Groundcover & Nursery Display

At left: Monterey Bay Nursery Display



Central Coast Oak Partners \*AG Sod\*Delta Bluegrass\*Ewing Irrigation\*FX Luminaire\*Graniterock\*Hunter Industries\*Hydro Turf\*Landscape Contractors Insurance Services



"The recent supplier night may have been the best run and most successful Central Coast event that I can remember... We had crowds, suppliers who paid, lots of interest, members from other chapters, and good food and great prizes. My hat is off to you guys for the great event!"

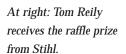
-- Chris Elliott



Above: Jerry Allison picks up the Unique Lighting raffle prize.



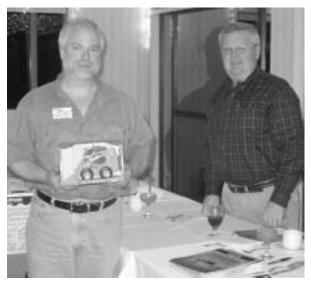








Top: Barbara Olsen at Pacific Groundcover & Nursery Display
MIddle: Dennis Coates of Hydroscape presents the raffle prize to John David
Bottom: Jerry Allison, far left, and Tom Ellington, far right, both past state
CLCA presidents, welcome new members into the fold.





Distribution of

At right: The Monterey Bay Nursery prize went to Mike Ruscoe (at left) At left: Dennis Rabe of Granite Rock presents his raffle prize to the reps from Valley Crest.

At right: Dinah Irino won the raffle prize from Kelly Shaeffer of Plant Providers.



Above: Leslie Petrini & Julie Orr









At right: The drawing prize from Central

Coast Wilds went to Kurt Christianson.



At right: Tish O'Reilly receives a prize from Treasure Island BBQs.



At left: The Garden Accents prize went to Dave Walzer.

July 19 Banquet:

# It's Coming! The 23rd Annual Central Coast Chapter Beautification Awards

Join us on July 19, at the Chaminade Resort & Spa in Santa Cruz for the 23rd Annual Central Coast Chapter Beautification Awards Program.

With breathtaking views of the Monterey Bay and miles of native woodland, the historic mission-style resort at Chaminade offers luxury, comfort and dining excellence, and is sure to make this awards program one to remember.

The evening will begin with cocktails and plenty of time to mingle and network with fellow chapter members before a sumptuous dinner. The Awards Show will then open with a Spectacular Video Extravaganza. This will be an awesome event, so plan to attend whether you entered projects or not. This is your opportunity to see just what your peers have been up to all year, and to take notes for next year's competition.

# **Awards Schedule**

6:00-7:00 pm Cocktails/Appetizers
7:00-7:45 pm Dinner
7:45-9:00 pm Awards
9:00-10:30 pm Cocktails/Dancing/Music **Menu** 

All entrees include a dinner salad, seasonal accompaniments, bread and butter, Chefs dessert, choice of tea and coffee.

- Stuffed pork loin- Dried cherry rosemary glaze
- Chicken breast stuffed with spinach -Mushroom Marsala glaze
- Seared Mahi Mahi- fruit salsa

#### Cost

\$75.00 per person, \$65.00 per person for 4 or more from the same company, \$85.00 per person at the door.

### Information

Contact Natalain Schwartz, (831) 763-2002 or natalain@aol.com.

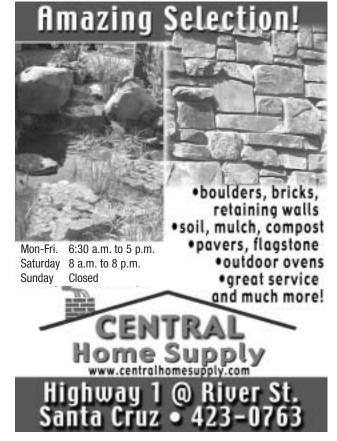
# **Treasurer's Report**

by Laurie Reily, Treasurer

# March 2008

Opening Checking Balance: \$29,299.90 Income: \$1,982.50 **Dinner Meeting** \$45.00 Holiday Dinner \$70.00 Newsletter advertising \$1.687.50 Awards Dinner \$55.00 **Golf Tournament** \$125.00 **Disbursements:** \$3.878.19 **Board Meeting** \$296.51 Membership Night \$2,594.77 Treasury \$138.00 Awards \$87.53 State Meetings/Seminar \$234.04 **Public Relations** \$527.34 **Ending Checking Balance:** \$27,404.21







# **Board Minutes**

Reported by Jessica Petrini

# April 1, 2008

The meeting was called to order at 6:15 pm. **Roll Call** 

In attendance were Chris Elliott, Nikos

Lynch, Kelly Shaeffer, Tish O'Reilly, Dennis Rabe, Jessica Petrini, Leslie Jaquith, and Natalain Schwartz.

# **Chapter Service Project**

Natalain presented a letter from Rick Camin who is the SF Bay Area chapter Service Project Chair. It detailed the chapter's application process for their service project. The chapter has an application that prospective candidates submit to have projects considered. Although it takes six months of planning, the chapter tries to limit the projects to a one day event. Dennis offered to create a similar application form for those wanting to submit projects. Chris suggested the application be posted on the chapter web site. Nikos talked about a project he is trying to coordinate at the New School in Watsonville. The board discussed taking on the project. Tish offered to talk to C.A.N. to see if they can volunteer time and /or materials. The board agreed to tentatively reserve the second Friday of June for the project. Nikos will provide details in the upcoming newsletter. The board agreed to call all chapter members a few weeks before the project work days to get as much help as possible.



# **CLCA State Trophy Awards Entry**

Kelly discussed the details of entering the chapter service project at the Hospice of Scotts Valley in the CLCA State Trophy Awards this year. Tish and Chris agreed to talk to Hospice and coordinate with them on entering the project and having the grounds prepared for the judging.

# **Student Outreach**

Jessica reported on handing out LEAF scholarship applications at Cabrillo College. There was great interest in the scholarship, and Jessica also introduced the idea of forming a CLCA student group at Cabrillo. The board is contacting Frank Niccoli of the SF Bay Area chapter to obtain his student club bylaws so that our chapter can begin to coordinate with Cabrillo.

# **CLCA Water Management Certification**

Nikos discussed with the board his suggestion to have a future dinner meeting focused on the CLCA's Water Management Certification Program. Nikos recently took the Water Management test and would like to have John Moore present the program to chapter members.

# Supplier's Night Recap

Dennis reported on the Supplier's Night that was held on March 25, at the Seascape Golf Club. Dennis estimated that \$550 was made from raffle ticket sales, and he proposed a new method for the raffle next year: One ticket would be given to all contractors as they enter the event and each additional ticket would cost \$10. This would increase the odds of winning from this year's 7% to 60%. Dennis is also looking into having Supplier's Night at the Watsonville Fairgrounds and making it an all day event with a BBQ lunch. The advantage to having the event at the Fairgrounds is that it would provide more booth space, and better indoor/outdoor spaces.

# **April Dinner Meeting**

April's dinner meeting will be April 22 at the Crow's Nest in Santa Cruz and will feature Kevin Jefferies who will discuss "How to Collect and Protect Your Money."

# **May Dinner Meeting**

The May 27, dinner meeting will be at Pacific Ground Cover & Nursery. There will be a BBQ dinner hosted by Ewing Irrigation.

# **Awards Program**

Tish, Leslie, and Natalain updated the board on the Beautification Awards and Banquet. Dennis reported that he has not received any applications as of April 1, 2008. The latest date to turn in entries is May 6. Leslie reviewed the details for the judging and awards banquet by handing out a list of those organizing the events. The board reviewed the list and discussed what still needs to be done.

The meeting was adjourned at 8:10pm.



# SFFG Show: One in a Million

By Tom Reilly, Reilly Landscape

I have decided that I would need to sign one million dollars worth of contacts by the end of this year to consider building another display for the San Francisco Flower and Garden Show any time soon. It is not that I am afraid of hard work; it is that the stress level is much higher than what I am used to. Living in Santa Cruz is very conducive to my laid back lifestyle. Constructing an elaborate landscape in three and a half days is not.

For the month preceding the show I had rented space in a warehouse for preconstruction. This part of the project was not too stressful; three to four hours after work every day and most of the weekends were spent building the stage, fake stucco walls, stone walls, arbors, etc. The land-scape Architect who I teamed up with, Rebecca Coffman, would stop by occasionally to make sure things were on track.

It was during the pre-build month that we drove all over the central coast in search of the perfect stone, boulders, plants and hardware. It was also during the pre-build month that I had my first real argument with the talented Architect that I have been working with for the last eight

years. Wow! That was weird. Stress levels were ramping up.

Friday we started moving everything from the second story warehouse space in Santa Cruz to the parking lot of the Cow Palace. When I arrived at the Palace, I found that my plant deliveries had arrived before me and the drivers had dumped all the plants off in a red zone. As I hopped out of my fully loaded U Haul truck, a young woman in a golf cart greeted me with the announcement that I needed to get those three hundred plants out of the red zone NOW! She than drove away telling somebody on her walkie talkie that the culprit had been located and was dealing with the situation.

After two hours of carrying plants across the parking lot, a twenty year veteran of the Garden Show introduced himself and commented on how beautiful my Star Magnolias were in full bloom. Meanwhile, I'm thinking how lucky I was to have found so many. He then told me how he used magnolias his first time in the show and that they lost all their flowers after the second day indoors. Bummer.

Saturday, Sunday and Monday we

focused on building the display. I had four employees helping me ten hours a day, and I was there fourteen hours a day. That coupled with a 90 minute commute each way allowed me three to four hours of sleep a night.

Watching the gardens go up was like watching time lapse photography, only it was real, with all the forklifts, bobcats, grade alls, cranes and a hundred workers. According to the show hand outs, Garden Creators could only work form 8:00 AM to 10:00 PM. I was there till 10:30 or 11:00 PM with people still going strong as I was leaving.

When Tuesday rolled around, I thought the noon deadline was maybe a little flexible. I quickly learned that the noon deadline was not even flexible by a minute. We had to be finished and cleaned up by noon period! That was the most stressful four hours of my life. As business owners we all have days when we just run around putting out fires. But, this was more like dousing your house with gasoline, lighting the match, and then trying to put it out before everything burns. I had to skip a few things, but somehow we pulled it off.

Wednesday the show opened at 9 a.m. The thousands of people never stopped flowing through until about 5 or 6 p.m. The doors finally closed at 8:00 p.m. By midday on Saturday my enthusiasm had dropped for answering the exact same question. Fifty thousand people go through that show. I would answer one of two questions about every 30 seconds. I am not complaining, it was just a strange fact of the show. By Saturday I knew what my neighbors' pet peeve questions were so I would send my friends and family over one at a time to pop the question as I watched from afar. It was slightly entertaining, and I was able to keep a check on their enthusiasm level.

Monday was breakdown. What took five weeks to build only took eight hours to destroy. I looked at four jobs the first week after the show. No million dollar contract yet!



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

# **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"
- 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.



# TRACTOR EQUIPMENT SALES

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

25886 Clawiter Road Hayward, Ca 94545 510-782-9600



June 18-19:

# **Central Coast Community Project**

The Central Coast Chapter board of directors has chosen New School in Watsonville as a chapter community project. Work will be completed on June 18 and 19. This will be the first of two community projects the chapter will tackle this year.

New School is a continuation high school for very at-risk kids. Through the installation of a vegatable garden, the chapter hopes to teach the students about the green industry. The vegetable garden will hopefully be used as part of the school's culinary summer school course.

New School is located at:

New School Pajaro Valley Community Day High School 165 Harkins Slough Road Watsonville, CA 95076

# **Project Scope**

The project entails building vegetable bins and installing irrigation stub-outs for these bins. Material donations of plastic pipe, fittings, and topsoil blend are being sought. Several people with irrigation and carpentry skills will also be necessary to complete the work.

In addition to this project, the chapter is also planning a design and sustainable landscape for the entire site. Anyone interested in working on the vegetable garden or on the entire landscape project should contact Nikos Lynch at 831-818-3184.

# Make Your **Reservations Now!**

The CLCA Summer Meeting is rapidly approaching -- July 9-12. Now is the time to make your airline reservations and contact state to reserve your spot at this fun and relaxing event. Visit the state web site at www.clca.us/summer of contact CLCA HQ at (800) 448-2522 for more information.

# Hands-on Seminar Teaches How to Install No Water Needed SyntheticTurf

Pondsaway recenty sponsored TWO FREE hands-on seminars for the public. On April 30, attendees aided in the replacement of the existing synthetic turf with "unleaded" AllPro Turf at the Pondsaway offices. On May 3, they replaced the existing synthetic turf with the new and improved AllPro Turf at the Soquel Creek Water District Office.

AllPro Turf is an easy maintenance, nowater-needed solution to traditional sod lawn. Synthetic turf is extremely durable and is great for kids and pets. AllPro Turf is designed to have the same characteristics as regular sod with some improvements. It looks good year round and is always green. And, it doesn't require fertilizer or mowing like traditional sod, thus saving money and helping the environment.

"We are committed to improving the environment while at the same time reducing the amount of commercially supplied water you consume," said Kirk Samis, President / CEO of Pondsaway.

Pondsaway is the Northern California Dealer for AllPro Greens putting greens and synthetic lawn. AllPro Greens is the densest putting green turf in the industry. This turf is made of a polypropylene/polyethylene hybrid representing the most durable, yet softest material for a putting green or lawn surface. Its softness truly resembles real grass.

For more information about additional upcoming seminars, visit the Pondsaway website at www.pondsaway.com and click on the Seminar link.

# **CLCA Online Tools**

The CLCA internet committee and CLCA staff are working hard to make the CLCA website one of the best tools available to our members. To this end, The Bid Request Program has been added to the site.

# **Bid Request Program**

Do you want pre-qualified bid requests emailed to you? Are you a specialist in small jobs who is tired of getting phone calls about multi-million dollar projects? CLCA has expanded its popular Find My Contractor search to include Job Bid Requests.

When the service is open to the public on May 1, consumers will go in and spec out their desired job. Our enhanced system will then match up consumers with qualified contractors. Everyone benefits:

Consumers can easily find the contractors that match their needs, while contractors get a reduced number of calls about services they don't offer.

Membership>>Update Member Information>>Bid Request Program





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

# RAIN BIRD

and ALL major manufacturers

Commercial and Residential

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

831 - 394 - 4106

FAX 831-394-2011 • 420 Olympia Avenue, Seaside CA



WHERE QUALITY GROWS ....



Mike Best (800) 735-7879 400 Park Center Dr., #7 • Hollister, CA 95023

Growers of Quality Fescue & Bermuda Sod



License No. 0755906

Ron E. Pohndorf Senior Account Executive

LANDSCAPE CONTRACTORS INSURANCE SERVICES, INC.

1835 North Fine Avenue • Presno, California 93727-1617 (559) 650-3555 • (800) 628-8735 • FAX (559) 650-3558 email: insure@lcisinc.com



# **CLCA Family Fun in Summer Paradise**

The Canyons Resort, Park City, UT

This year's CLCA Summer Meeting at The Canyons Resort in Park City, Utah is jampacked with fun activities to match everyone's tastes — whether you prefer enjoying your vacation with family and friends by land, by water, or by air in high-flying adventures!

Park City is the home of the world-famous Sundance Film Festival, and hosted many of the events during the 2002 Winter Olympic Games. The Canyons is the closest Park City resort to the Salt Lake City International Airport, and close enough to enjoy all the nightlife, dining (over 100 restaurants) and shopping that Park City has to offer — all within minutes of the resort.

# **Summer Amenities and Activities**

 Adventures on the ground: Hiking (9 trails to choose from), mountain biking, horseback riding, ATV off-roading, golf (three local courses), Saturday night concerts.

- Fun in the water: Swimming at The Canyons, as well as kayaking and rafting on the local rivers.
- Excitement in the air: Helitours, hot-air ballooning, and The Canyons' signature Scenic Gondola Ride (don't miss this one!).
- •The 4th Annual Park City Food & Wine Classic also will be running during the CLCA Summer Meeting, with events and a relaxed atmosphere in which novices and experts alike can sample fine wines from around the globe, taste culinary creations from the region's finest chefs, as well as enjoy vintner's dinners, live jazz and auction.
- ${\color{red}\bullet} www. The Canyons. com$

# Keynote - Paul Johnson: Triumphing from Trouble in Tough Times

Tough economic times are inevitable, but the impact on your business isn't! In fact, a down economy can bring unique opportunities to enhance your profits and position yourself at a competitive advantage when things turn around — which they will. The solution is to allow yourself and your employees to do things that the competition is likely afraid to do, and have fun.

On July 10, at CLCA's Summer Meeting, keynote speaker Paul Johnson will share Strategies to Triumph from Trouble, and show you how to quickly defeat conventional mindsets so that your business will not only survive, but thrive and prosper in any economic climate.

# Information

For more information or to register for CLCA's Summer Meeting, visit www.clca.us/summer or call CLCA HQ at (800) 448-2522.





# Soquel Nursery Growers

Proudly Serving Professional Landscapers for Over 25 Years

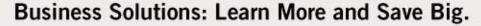
> Perennials • Shrubs Grasses • Ferns Vines • Unusual Plants

Delivery to your job sites throughout the Greater Bay Area.

3645 North Main St. • Soquel (831) 475-3533 • (800) 552-0802 www.soquelnursery.com







"Electronic Data Exchange alone has saved me thousands of dollars, and made my business almost completely paperless."

- John Newlin, Owner, Quality Sprinkling Systems

Do you dream of a day with no more stacks of paper invoices for your office staff to spend hours entering into your computer system? Do you long for error-free data? John Deere Landscapes now offers customers the ability to receive invoice data electronically, saving time, money and effort.

# John Deere Landscapes wants to be more than just your supplier - we want to be a partner in your business.

That's why we've developed the Partners Program Business Solutions. From cell phone discounts to a 3-year nursery plant protection plan, there's never been a better time to be a member of the Partners Program. We are adding more Business Solutions everyday, so check out what we have to offer you!

- Sprint/Nextel Phone, Service & GPS System Discounts
- . Moveable Cubicle Discounts
- . GreenCAT® Electronic Catalog

graniterock.com

- · John Deere Credit
- . Travel & Merchandise Rewards
- · Lien Direct Online

- . OfficeMax Volume Discounts
- . 3 Year Plant Protection Plan
- · Electronic Data Exchange
- · Paychex Payroll Services
- · Employee Training through GoTrain



For more information, contact the Concierge Hotline at 800-820-4848, email us at info@johndeerelandscapes.com, or visit us online at www.JohnDeereLandscapes.com/BusinessSolutions.

#### Advertiser Index

A-G Sod Farms (800) 735-7879
B&B Small Engine Repair (831) 476-6306
Bamboo Pipeline (888) 289-1619
Boething Treeland Farms (800) 272-8733
Central Home Supply (831) 423-0763
Delta Bluegrass Co (800) 844-2402
DIG Corporation(800) 322-9146
Ewing Irrigation (831) 656-9530
(831) 464-6777
FX Luminaire(800) 688-1269
The Grass Farm(408) 779-3148
Graniterock
(831) 768-2500
Greenfield's Turf (831) 674-3058
Hunter Industries (916) 626-9204
John Deere Landscapes (800) 347-4272
LCIS Insurance (800) 628-8735
Martin's Irrigation (831) 394-4106
Pacific Sod
Perry Laboratory(831) 722-7606
Plant Providers
Quinn(888) 225-8900
Soquel Nursery Growers (831) 475-3533
Target Specialty Products(408) 293-6032
6 1
Tractor Equipment Sales (408) 297-7422

# **Seascape Advertising Rates**

Rates per year (10 issues)

Size of Ad	Members	Non-Members
<b>Business Card</b>	\$450	\$600
1/4 page (4.5" x 3	.25") \$700	\$850
1/2 page (4.5" x 7	") \$1300	\$1450
Full page	\$2600	\$2750
Insert (one issue)*	\$300	\$450

Contracts and payments should be mailed to: Laurie Reily, Treasurer, 6749 E. Zayante Rd.,

\*Advertiser to supply 550 copies of insert.

Felton CA 95018 • Phone: (831) 335-2102 Payable to: CLCA Central Coast Chapter

# **2008 Central Coast Chapter Partners**

We would like to take this opportunity to thank our Chapter Partners for 2008. Your support allows us to host several great events and keep our chapter strong and vibrant. If you have not already done so, please consider joining this elite list in 2008. And, please remember to support these companies when making purchases.

# Oak Partners - \$850

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

AG Sod Graniterock

Delta Bluegrass Hunter Industries, Inc.

Ewing Irrigation Hydro Turf, Inc.

**FX** Luminaire

**Landscape Contractors Insurance Services** 

# **Redwood Partners - \$600**

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

Abbotts Pro-Power Plant Providers Grass Farm Pondsaway

**Tractor Equipment Sales** 

# Maple Partners - \$250

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

Far West Landscape & Design
Greenstreak Landscaping
Houle Landscape Maintenance Inc.
Natalain Schwartz Design
Prime Landscape Services
Jerry Allison Landscaping Inc.

www.plantproviders.net

We appreciate our partners, whose support helps make possible many Chapter events. To become a Partner, call Laurie Reily (831) 335-2102.





Serving all of Northern California

# **Calendar of Events**

May 6, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200. May 6, Final Chapter Beautification Awards entry deadline (with late fees). May 9-11, Cabrillo College Plant Sale, Cabrillo College, 6500 Soquel Dr., Aptos. May 14, Santa Clara County Farm Bureaur Golf Tournament. San Juan Oaks Golf Club. See page 10. May 27, Chapter meeting. 5:30 p.m. Pacific Ground Cover & Nursery, 2440 Mattison Lane, Santa Cruz, CA 95062. BBQ dinner and tour of the nursery. May 29-30, Chapter Beautification Awards judging. June 2, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200. June 14, 6:00 p.m., CLCA San Francisco Bay Area Chapter Awards Banquet.

University Club, Palo Alto. Contact Bob Kirtley, bob@rakirtleylandscape.com. June 21, 9 a.m. to 4 p.m. Smart Gardening Fair, Scotts Valley Skypark, 361 Kings Village Rd., Scotts Valley. www.smartgardening.org. July 1, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200. July 9-12, CLCA Summer Meeting, Park City, UT. CLCA hq (800) 448-2522 or hq@clca.org or www.clca.us/summer. July 10, 7:30 a.m. LEAF Pink Ball Golf Tournament, Homestead Golf Resort, Midway, Utah. See flyer. July 19, Chapter Beautification Awards, Chaminade Resort & Spa, Santa Cruz. See page 7.

August 5, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

August 9-10, Water Smart Garden Tour.
See www.smartgardening.org.

September 2, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200. September 12, Central Coast Chapter Golf Tournament. San Juan Oaks Golf Course, San Juan Bautista October 7, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200. October 7, San Francisco Bay Area Chapter Golf Tournament. Spring Valley Golf Course, Milpitas. 11:30 a.m. registration, lunch and pre-game activities. 1:15 p.m. shotgun start. Contact Nanci Wilbourn at (408) 297-7422. November 4, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200. November 19-22, CLCA State Convention. Kona, Hawaii. Visit www.clca.org, or call (800) 448-2522.



CLCA California Landscape Contractors Association
Central Coast Chapter

1024 Simon Dr., Ste. F Placerville CA 95667

Change Service Requested

FIRST CLASS
PRESORTED
PERMIT #14
SHINGLE SPRINGS, CA
95682