

The Seascape

OCTOBER 2009

Central Coast Chapter of the California Landscape Contractors Association



November 6:

Rainwater Harvesting Workshop

Due to the current water shortage situation, and in response to the need for education on water conservation methods and strategies, the CLCA San Francisco Bay Area Education Committee is providing a Rainwater Harvesting Workshop on the morning of Friday, November 6, at Foothill College in Los Altos.

The featured speaker will be Bobby Markowitz, founder of Earthcraft Landscape Design in Soquel, a landscape architectural firm specializing in rainwater harvesting design and installation. The firm specializes in closed-loop systems that take into account both water-wise plant choices and efficient irrigation systems. A frequent guest lecturer and keynote speaker for numerous Landscape Architecture and Rainwater Catchment System Associations, Mr. Markowitz has provided valuable insight into the design of sustainable sites and water conservation systems educating professionals for nearly a decade. Bobby is affiliated with various rainwater catchment associations and green building and permaculture associations.

For more information see page 7. To register for the event, contact Heidi Johnson at hkjohnson@aol.com.



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At left: FORE!... or five and a few more contractors and suppliers enjoyed the 13th Annual Liar's Cup tournament last month. See page 5 for the story.

2009 CLCA Central Coast Chapter Directory

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President-Elect

Open Position

Treasurer

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Event Coordinator

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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.



2009 CLCA State Executive Board

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Bill Schnetz (760) 591-3453

Immediate Past President

Peter Dufau (805) 985-2421

Secretary/Treasurer

Eric Watanabe (818) 831-1390

Director of Communications

Chuck Carr

Director of Chapter Services

Andy Simpson (916) 721-1635

Director of Events

Mike Hertzler (800) 761-9191

Director of Legislation

Bob Wade (949) 494-2130

Director of Education

Jon Robert Alsdorf (559) 276-1726

Director of Membership

Javier Lesaca (661) 836-0229

Director of Resource Mngmt

Frank Niccoli (650) 592-9440

Chapter Presidents Council So

Kevin Fairchild (714) 541-1000

Chapter Presidents Council No

Ted Sandrowski (530) 345-6101

Associate Member Director

Barry Elder, Jr. (559) 906-9532

CLCA Central Coast Chapter Past Presidents

2009 – Kelly Shaeffer
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 McIntyre
1975 – Don Ross
1974 – Ray Sumida
1973 – Henry Yaminishi

Chapter Message

Hoping for a Wet and Wild Winter!

by Jose Paraisero

Well, the first major storm of the season recently ripped through parts of Northern California. Lots of wind and rain. I hope this portends things to come... at least on the water front. A nice wet winter would be a blessing for our area.

But, let not a good soaking make us complacent. Water is and will continue to be a major issue in California, if not the world. I have recently seen statistics noting that one third of the world's population will have inadequate water supplies in the not too distant future. Scary stuff.

Now is the time for all of us to jump on the water conservation/sustainability bandwagon. It's time to educate ourselves and our clients about ways to better utilize this precious resource. CLCA's Water Management Certification Program is a good start. Prove to yourself and your clients that you can effectively manage water on one or more projects utilizing a water budget while still maintaining the integrity of the landscape design. There is an upcoming training and test session on December 8. See the back page for details.

Take advantage of classes and seminars offered by local water districts or other CLCA chapters to hone your irrigation management skills or learn about new water management technologies. There are several listed in this newsletter.

Contact your local water district (see the list at right) and attend their public meetings. Many times, their board members are not familiar with the landscape industry and are making decisions that affect your business without being truly educated on water management in the landscape. Your input could shed light on the subject and forestall debilitating restric-

tions. Not possible, you say? Well, don't tell that to members of chapters around the state who have recently done just that.

Education is the key. There is a lot of misinformation circulating regarding water use in the landscape. As licensed professionals, it is our job to be educated and to educate the public and water agencies on proper water management in the landscape -- whether that be through the use of low water use plant material, or through the use of new irrigation technologies such as SMART controllers. The water shortage is really a great business opportunity for our industry. Educate, retrofit, upgrade.

Speaking of education, I hope you were able to take advantage of the Jim Huston seminar. This business building seminar was one way our chapter is reaching out to help our members weather the current economic storm. If you would like to see more such seminars next year, please contact one of our board members.

And, speaking of board members, we continue to look for members to attend our board meetings and help in the planning of events for next year. If you are interested, hunt down a board members listed on page 2.

History tends to repeat itself. Water is not a new issue as evidenced by the words of Mark Twain over a century ago... "Whisky is for drinking. Water is for fighting over." So, let's make a toast to good water management and alleviate the need for fighting.

Bottoms up!

Jose Paraisero

Local Water Agency Contacts

- Soquel Creek Water District
5180 Soquel Drive, Soquel, CA 95073
831.475.8500
www.soquelcreekwater.com/
- City of Santa Cruz
212 Locust Street, Suite B
Santa Cruz, CA 95060
831.420.5230
www.ci.santa-cruz.ca.us/wt/
- City of Watsonville
250 Main Street, Watsonville, CA 95076
831.728.6133
www.ci.watsonville.ca.us/publicworks/index.htm
- Pajaro Valley Water Mngmt. Agency
36 Brennan St., Watsonville, CA 95076
831.722.9292
www.pvwma.dst.ca.us/
- Santa Cruz Planning Department
701 Ocean Street, Santa Cruz, CA 95060
831.454.7580
http://sccounty01.co.santa-cruz.ca.us/eh/Water_Resources/water_conservation.htm
- San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, CA 95006-9119
831.338.2156
www.slvwd.com/
- Scotts Valley Water District
2 Civic Ctr. Dr., Scotts Valley, CA 95067
831.438.2363
www.svwd.org/
- Central Water District
700 Cox Road, Aptos, CA 95003
831.688.2767
- Pajaro-Sunny Mesa Community Services District
136 San Juan Road, Watsonville, CA 95076
831.722.1389
- Lompico County Water District
11255 Lompico Road, Felton, CA 95018
831.335.5200
www.lompico.org/lompicowaterdepartment.html

Board Minutes

by Laurie Reily

October 6, 2009 at Tony & Alba's in Capitola. The meeting was called to order at 6:30 p.m.

Roll Call:

In attendance were Steve McDonald, John David, Dennis Rabe, Mike Ruscoe, Jerry Allison and Laurie Reily

Upcoming Events:

The remaining board meeting dates are as follows:

- There will be NO Board meeting in November
- Thursday, December 3, 2009 we will have our board meeting at Cilantro in Watsonville, located at 1934 Main Street

October's dinner meeting will be combined with the Jim Huston seminar at Green Valley Grill, 40 Penny Lane, #5, in Watsonville, across from Home Depot. The dinner meeting will be the evening of Tuesday, October 13, the speaker will be

Jim Houston. On Wednesday, October 14, we will hold the Jim Houston seminar/workshop, "Down Economy Estimating".

Other Business:

- John David, Prime Landscape, will represent the Central Coast Chapter at the CLCA convention in Las Vegas on November 11-14. The board voted and approved that the chapter will pay 100% of John's trip to the convention.
- Laurie presented the September Treasury report, see breakdown in newsletter.
- The 2010 Budget was discussed and approved.

2010 Board

The Central Coast Chapter Board Members for 2010:

- President – John David
- Secretary/Treasurer – Laurie Reily
- Membership – Mike Ruscoe
- Associate Member Rep. – Dennis Rabe
- Communications/Golf Tournament – Steve McDonald
- Education/Scholarship – Nikos Lynch
- Public Relations – Jerry Allison

Our open position is Event Coordinator. The board feels that this position could easily be shared between a couple people. Meeting was adjourned at 7:30 PM.

Treasurer's Report

by Laurie Reily, Treasurer

September 2009

Opening Balance	\$17,476.94
Income:	\$4,422.50
Newsletter Advertising	\$715.00
CLCA Points Rebate	\$1,737.50
Seminars	\$200.00
Membership Night	\$1,770.00
Disbursements:	\$4,853.37
Board Meeting	\$46.47
Newsletter	\$1,341.88
Treasury	\$115.00
Golf Tournament	\$3,350.02
Closing Balance	\$17,046.07

Sunshine Prevails for 13th Annual Liar's Cup

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-one golfers showed up on September 9, 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 scribed on the Liar's Cup. Long time attendees Jeff Henniger and Jeff Calhoun teamed with two new comers Ed Schilling (LCIS) and Thuy Le to win their first cup championship. They came in with a score of 61. Jeff and Jeff said they were putting for birdie or eagle on every hole. So either they were hot with the putter or they had a good eraser on their pencil. I am not sure which. We will investigate.

Another long time attendee, Jerry Allison, just missed the winner's circle for the first time and had to settle for second place. Jerry, along with Michael Rosenberg and their hired ringer Larry Musgrave, came in at 8 under par. The long drive was won by Larry Musgrave, and closest to the pin was won by Pete Gluhaich with a shot under four feet from the cup on number 16.

There is a rumor that the tee box on number 16 was moved by someone from Ewing Irrigation, but we know Mike would never do that.

One group that has never missed a tournament before this year, was the James Martin group. James is on the DL, and we hope to see him and his foursome back again next year.

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. But, most importantly, special thanks go out to our sponsors Granite Rock, Landscape Contractors Insurance Services, Ewing Irrigation, Hunter Industries, The Grass Farm, Tractor Equipment Services, Delta Bluegrass, and Peterson Tractor for their continued support of our chapter and events.

I hope to see you all next year on the links.



Above: Jeff Henniger, Ed Schilling and Jeff Calhoun took home the Liar's Cup.



At left: Chris Elliot presents the closest to the pin award to Pete Gluhaich.

Below: Frank Halstead presents the award for longest drive to Larry Musgrave.



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Don't Miss the CLCA Annual Convention November 11-14

Attend CLCA's convention and you'll walk away with hot information you can immediately put to work:

- Ways to profit from sustainability and water management
- Tools and tips on how to better your business and yourself
- Keynote Speaker Barry Wishner: Get Ready For The Comeback
- Trophy Awards: Celebrating Excellence In Landscaping

Travel and Accommodations

The M Resort, Las Vegas, (877) 673-7678
Rooms only \$169 + \$25 resort fee
Sign up for airline specials at iflyswa.com.
Visit www.clca.org for updated information or 661-589-9516.

Monterey Peninsula Water Management District Classes

Landscape Irrigation Auditor Class & Certification Exam

Learn how to perform field tests on irrigation systems to determine and improve efficiency, as well as how to combine plant water use, soils and local weather data to calculate accurate irrigation schedules.

- Add integrity to your business by promoting wise water management
- Save your clients money on the cost of outdoor watering
- Stay on the cutting edge of a rapidly growing industry by learning the latest techniques and practices
- Expand business potential by qualifying for more jobs with this certification
- Earn 12 IA CEUs from the Irrigation Association.

When: Class: November 4th, 8 am–5 pm and November 5th, 8am-noon
Exam: November 6th, 8 am

Cost: Class: \$150, or \$125 with Exam registration. Includes IA's Landscape Irrigation Auditor training manual and 12 hours of instruction
Exam: IA Member \$200, Non-Member \$375

To Register: Class: Call 831.658.5635 or Skister@mpwmd.dst.ca.us
Exam: www.irrigation.org/certification and follow the CLIA exam link. Or call 703.536.7080

NOTE: Exam Registration must be completed 30 days prior to exam.

Where: 511 Forest Lodge Road, # 100, Pacific Grove, CA 93955

Instruction Provided by: SpotWater Management, www.Spotwater.com
Phone: 831.658.5635
E-mail: Skister@mpwmd.dst.ca.us

Predicting and Estimating Landscape Water Use

Feeling the pressure of rising water costs and increased restrictions on its usage?

- Learn how to use the local weather data and site specific planting and soil information of your site to properly determine its watering needs.
- Understand how to calculate your system's daily, monthly or even yearly water use so you can properly plan and budget water for your project.
- Gain practice through hands on class work and realistic case studies.
- Earn 4 IA CEUs from Irrigation Assoc.

When: November 5th, 1 pm–5 pm

Cost: \$75

To Register: Call 831.658.5635 or Skister@mpwmd.dst.ca.us

Where: 511 Forest Lodge Rd, Ste 100 Pacific Grove, CA 93950

Instruction Provided by: SpotWater Management, www.Spotwater.com
Phone: 831.658.5635
E-mail: Skister@mpwmd.dst.ca.us

Rain, Water, Storage, Conservation, and of Course... MONEY!

By Nate Crosby, 2009 CLCA-SFBA Education Committee Chairperson, 2009 CLCA-SFBA Secretary, and owner of Crosby Landscaping

As I sit here writing this article, I realize it rained last night - is this September? I was curious last week when the news suggested it, skeptical when the weekend clouds looked dark enough, and shocked when it rained for over an hour at our San Jose home. I thought, "WOW, sometimes the news does have an idea about the weather, and I wish my gutters were filling up barrels to capture this valuable stuff we call 'water'." And, that leads me to our CLCA-SFBA Chapter's Rainwater Harvesting Seminar on Friday, November 6, 2009.

Rainwater harvesting, rainwater catchment, and rainwater storage. We are bringing you this seminar of information to answer your questions, like:

- What would it be like to make money before it rains, when it's raining, and after it rains?

- What is rainwater harvesting?
- What specifically does it take to sell and install rainwater harvesting installations?
- What vendors or suppliers are out there providing rainwater harvesting products?
- If other businesses are making money installing rainwater harvesting, are you going to lead, follow, or do something else?
- How are other companies selling and installing this type of business?

Earlier this year, the CLCA-SFBA Education Committee held a similar seminar, on Greywater Systems. It was packed full of information and practical knowledge. I am now more knowledgeable for my clients and more confident about this technology. When a client or job comes along that wants Greywater, I will be able to better serve them with solutions.

Now, we are providing you with a seminar on an up-and-coming business opportunity that is becoming very popular with clients looking to become self sufficient and improve the environment through their landscapes. You can get these clients by learning about Rainwater Harvesting. Just one more thing to grow your business and meet clients' needs!

The CLCA San Francisco Bay Area Chapter Education Committee looks forward to seeing you at Foothill College, 12345 El Monte Road, Los Altos Hills, on Friday, November 6, from 8:30 a.m. to 12:30 p.m. Bobby Markowitz, Landscape Architect of Earthcraft Landscape Design in Soquel, will be the speaker. The price is \$30 for CLCA members and \$40 for non-members. To register, contact Heidi Johnson at 408-863-0236 or e-mail her at hkjohnson@aol.com. Seating is limited.

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Concrete Paver Installation Certification November 11-12

The Interlocking Concrete Pavement Institute (ICPI) will be conducting its Level I Concrete Paver Installer Certification Program, on November 11-12, from 8 am. to 5 p.m. at GraniteRock, 1505 South De Anza Blvd., in Cupertino, (209) 478-3521. Sponsored by the Northern California Chapter of ICPI, this certification provides individuals currently employed in the concrete paver installer industry with the opportunity to pursue education, certification and industry recognition.

Why a certification program?

The ICPI Level I Concrete Paver Installer Certification Program is designed to enhance the knowledge of individuals involved in the construction and installation of interlocking concrete pavements. This practical two-day course imparts the requisite knowledge, experience and industry guidelines required to build pavements using concrete pavers. The course is

typically taught by two instructors and is tied together with a video that takes participants through a step-by-step concrete paver installation.

For more information or to register for the November 11-12 Certification program, see the enclosed flyer or contact ICPI at (703) 657-6882 or icpi@icpi.org

About the ICPI

The Interlocking Concrete Pavement Institute is made up of chapters throughout the country. Chapter membership allows you to be involved in the interlocking concrete pavement industry close to home where you can share your experiences through networking events with fellow paver installers, increase your knowledge through local education courses and seminars, and build a more successful business and industry through local and regional advocacy programs.

Networking Events:

One of the greatest resources for professional and personal development is to meet other paver contractors and suppliers in your area. You gain new information on products, technology and resources as well as access to others' knowledge.

Education Courses and Seminars:

ICPI chapter meetings and education seminars allow you to expand your knowledge in the interlocking concrete pavement industry and can help you build a more profitable hardscaping business.

Local and Regional Advocacy:

Joining an ICPI chapter allows you to have a "bigger voice" in effecting local advocacy issues. Chapters can voice their concerns to local agencies and businesses that impact the interlocking concrete pavement industry thus allowing an opportunity for a more successful contracting business.

Information

For more information on ICPI and its educational offerings, visit www.icpi.org.

Business Growth:

Get Out of the Price Game

By Robyn Stein, ActionCoach

A resounding question in today's tough economy, where everyone seems to be price conscious, is whether you should lower your prices to win the quotes. However, I think the better approach to this economy is to take your business out of the price game altogether.

Here are five strategies that are free and crucial for any business to implement.

Create a Unique Selling Proposition (USP). Why should somebody buy from you rather than your competition? When times get rough you may find more people in your sector trying to compete on price. Educating your prospects about your uniqueness, and how you add value, is the only way to ensure you get the business and still make a good margin.

Have a Guarantee. One of the main reasons people don't buy is that they have a fear they will be let down at some point in the process. It is your job to identify in what areas these fears may lie and then to guarantee that by buying from you they will not be let down.

Use Benefits and Testimonials during the sales process. Show potential clients what benefits your existing customers have received from you by getting written testimonials from them. These should include real benefits to them, not just "they are great people to buy from."

Follow up. It is amazing how such a

simple strategy can be so effective. Every quote and introduction you do is just the start of your conversion process. So many businesses spend hundreds of dollars getting a lead, many hours preparing a quote and then, if they don't hear back, just say "oh well," and move onto the next lead. This is such a waste of time and effort that anybody doing it should be ashamed. Just think of how many times you have been offered something and then life got in the way so you didn't get around to ordering it. How pleasant would it have been if somebody had reminded you and helped you complete the purchase? Also remem-

ber, if you don't follow up, your competition will.

Measure It. It has been proven that just by regularly measuring your results, they will improve by up to 5%.

Just by working on these five strategies, you can make an amazing difference to your revenues and it need not cost you a penny, I guarantee it.

For more on this topic, contact me at (714) 289-8300 or visit www.actioncoach.com/robystein and take the free Business Health Check.

Cleanliness is next to...

By Frank Niccoli, The Village Gardener

J. William Thompson and Kim Sorvig, in their book *Sustainable Landscape Construction*, remind us that we have a responsibility to keep healthy sites healthy during the construction process. Thompson posits that every site resembles a living organism, and like a living organism, each site varies in health. Prevention is usually more successful and less expensive than a cure. Avoiding damage is our responsibility as conscientious contractors and designers. It is part of our job to understand the health of a site before we begin construction.

Healthy sites are recognizable by the diversity of plant and animal life adapted to the site. On a healthy site, there is no dominant species and the life on the site, including soil micro-organisms, are self sustaining and self reproducing. Because construction is stressful, we need to ensure the site has sufficient strength to overcome these disruptions. Large trees, for example, need to be protected during construction. Use plastic fencing (which can be reused repeatedly) to make sure that trucks, machinery and people do not compact the tree's root zone. Fencing should be installed before any work is started. Do not allow stockpiling of material in or around trees. Remember, the drip line of a tree does not delineate its root zone. Depending on species, it is usually two to three times the diameter of the drip line.

Pick up this well-written book on managing sites in a sustainable manner. It will save you time, money and add to your education as a professional.



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- Seed & Fertilizers
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- Marketing materials through the Partners Print Portal
- Homeowner financing through John Deere Credit
- Up to 23% savings on Sprint/Nextel phones and services
- Save on supplies from OfficeMax
- Get a three-year Plant Protection Plan
- And much more!

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Bamboo Pipeline Announces LandSenseSM Plants

Bamboo Pipeline, in collaboration with a voluntary, expert panel of California's leading environmental landscape architects, has assembled a broad database of trees, shrubs, and perennials that they have deemed ideal for today's environmental concerns to design and install water conserving, sustainable landscapes that are also beautiful.

"It's invaluable to have resources like the LandSenseSM plant palette when we're choosing plants for our landscape designs. We strive to achieve beautiful gardens that use California's and our clients' resources sustainably; this objective is supported by a diverse list of readily-available, great-looking, lower-water-use plants—a list essential in our planning," stated David Thorne, ASLA, Oakland, California when asked about why he supports the development and promotion of the LandSenseSM plant palette.

The LandSenseSM plant palette is avail-

able, at no cost, to any landscape professional simply by registering as a user on the Bamboo Pipeline web site at www.bamboopipeline.com. "As California's broadest and most complete distributor of plants to landscape professionals, it is only natural that we take a lead to help the industry navigate through the complex challenge of designing with low-water use, sustainable and eco-friendly plant material," says Matt Fay, President of Bamboo Pipeline. "Simply by logging onto our web site and reviewing plant items from our database of over 10,000 plant varieties that we sell and ship directly to job sites throughout California and Nevada, a landscape professional can easily identify those plants we, and our expert panel, have designated as either LandSenseSM plants or simply low-water use plants. Once logged in, the professional can then customize their own plant list—a list they can freely designate as a

LandSenseSM design—best suited for their locale and the needs of their customer."

David Reed, ASLA, San Diego, California summed up both Bamboo Pipeline's and the panel's intentions best when he said, "Of all the things we as landscape professionals create, the most fragile, ephemeral and often the most beautiful are the planted portions of our landscape projects. So it is critical that we share our experience of what works for the eco-sensitive needs of California with all of our colleagues, contractors, landscape professionals and clients."

Dirk Gaudet, ASLA, Los Angeles added, "With a larger selection of climate appropriate and native plant material provided by nurseries today, along with the greater demand to reduce water use and increase sustainability, the LandSenseSM plant palette is a great reference, not only for plant types, but also for confirming availability from a variety of growers."

Advertiser Index

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We would like to take this opportunity to thank our Chapter Partners for 2009. 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 2009. And, please remember to support these companies when making purchases. To become a Partner, call Laurie Reily (831) 335-2102.

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Calendar of Events

November 3, Board Meeting. *This board meeting has been cancelled.*

November 4-5, Landscape Irrigation Auditor class. See page 6.

November 5, Predicting and Estimating Landscape Water Use class. See page 6.

November 6, Rainwater Storage Seminar, 8:30 a.m. to 12:30 p.m. Foothill College. See page 7.

November 11, Irrigation Association Show, Anaheim, California. For info, visit www.irrigation.org.

November 11-14, CLCA Annual Convention, The M Resort, Las Vegas. For information about CLCA events, contact CLCA at (800) 448-2522 or hq@clca.org or see www.clca.org.

December 3, Board Meeting, 6:00 p.m. Cilantro in Watsonville, located at 1934 Main Street.

December, Holiday Party. Details TBA.

Water Management Certification Program

The demand on landscape contractors to provide more efficient water management is the highest it's ever been, and will continue growing. To help green industry professionals meet this growing demand, CLCA developed its Water Management Certification Program to train water managers to provide customers with good to excellent landscape appearance using the right amount of water based on plant needs.

How to Obtain Certification

1. Register for the Performance Program: John Moore at (775) 225-7346 or h2omanager@charter.net.
2. Download the study guide at www.clca.us/water/download.html
3. Test dates, times and locations are provided at www.clca.org.

Upcoming Test Date

CLCA Water Management Certification Training & Test
Tuesday, December 8, 2009

Training: 9 am – 12 pm • Certification Test: 1 pm to 3 pm

Santa Clara Valley Water District, Blossom Hill Annex

1020 Blossom Hill Road, San Jose, CA

For additional information and registration, go to: www.clca.org



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