

The Seascape

NOVEMBER/DECEMBER 2009

Central Coast Chapter of the California Landscape Contractors Association



Up and Coming Industry Events

Sacramento Valley Landscape & Nursery Expo

Sacramento Convention Ctr.
1400 J St., Sacramento
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www.sacvalexpo.com

January 20, 2010

Sacramento Valley Landscape & Nursery Expo

Rooted in the Past, Blooming in the Present

Educational seminars covering:

- Pest Management
- Model Landscape Ordinance
- Bay Friendly Landscaping
- Tree Care
- Sustainable Landscaping
- Water Management, and more.

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February 3-4, 2010

Landscape Industry Show

Educational seminars covering:

- Pest Management (IPM)
- Sustainable Landscaping
- Water Management
- Native Landscaping
- Graywater in the Landscape
- Lighting

The 100,000-square-foot Los Angeles Convention Center South Hall will be jammed with demo gardens, water features, the newest in stone and rockwork, and thousands of plants, trees, shrubs, vehicles and equipment. See page 4.



Los Angeles Convention Ctr.
www.clca.us/lis

2009 CLCA Central Coast Chapter Directory

Immediate Past President

Nikos Lynch, Terra Bella Landscaping
1500 Graham Hill Road, Suite C
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nikos_lynch@yahoo.com

President

Kelly Shaeffer, Plant Providers
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Kelly@plantproviders.net

President-Elect

Open Position

Treasurer

Laurie Reily
6749 E. Zayante Road
Felton, CA 95018
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Twinkis31@aol.com

Secretary

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Membership

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mruscoe@ewing1.com

Event Coordinator

Position Open

Communications/Scholarship

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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

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

Liaison to the Board

Tom Reily, Tom Reily Landscape
6749 E. Zayante Road
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Chris Elliott, Aqua Green Landscape
P.O. Box 66232
Scotts Valley, CA 95067
(831) 438-3179 Phone/Fax
aquagreen1@aol.com

Resource Management

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Landscaping
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Santa Cruz, CA 95063
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info@devagardens.com

Seascope Editor

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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.



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Director of Chapter Services

Andy Simpson (916) 721-1635

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Mike Hertzner (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

What's Up With...

by John David

What's up with this economy? This shorter term recession is turning into a lingering "drag." It will surely come around, just hopefully it'll be soon.

What's up with the El Nino? We had a monster storm last month but nary a few drops since.

So now you ask – what's up with the CLCA? Glad you asked. On the local front, our illustrious leader, Kelly Shaeffer, has stepped down after a long and very productive stint as chapter president. Our hearty thanks.

Our many stand-up board members have been taking turns with the duties for this year. Now, I'm taking a bigger turn. I went to the Chapter President's Council meeting in Burbank the end of October – it's pretty stimulating to be surrounded by all that energy.

So what is happening? During October, our chapter brought in Jim Huston for an estimating workshop. We like to do this often, as many members like a refresher course and some need to get that start at better understanding their company's numbers. Anyway, he's always a hit.

Soon, I'm off to Las Vegas for the CLCA annual convention. Need to get pumped up for 2010. Our last board meeting is December 3, at Cilantros in Watsonville. Hope some new faces will attend. We have a great core group, but we need an infusion of "new blood."

You get what you give. A small amount of time to your chapter will compound in

returns to you. We would love to get a few volunteers to help with several committees. In December, we're going to be setting up programs for the new year. Boy, a new year. Sounds refreshing after we have all had to "push a little harder" to get through 2009.

In 2010, we're planning good educational dinner programs to keep us on top. January 13 and 14, our state leadership conference will be in San Francisco. This is a great venue to keep us trained in our chapter duties. We think we'll still have our awards program – it's an important part of member growth.

Some of us "cats" who have been around awhile have seen water issues come up before. It seems it's coming up again, but this time it won't go away. As only CLCA knows how to do, we come together and tackle issues that come up, educate ourselves, then others, and overcome the worst effects. We've done it related to water during earlier droughts, blower upheavals, immigration issues, license restrictions, and others. With water, now will also be tomorrow. Water rates are going way up. The Monterey/Carmel area is under the gun and may loose all outside water. If we CLCA members unify, we will manage. Let's unify. And what's up with what's up?

John David
Prime Landscape

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

Don't Hibernate. Dominate. LIS Show 2010.

Looking to get some face time with the biggest group of top green-industry pros in the West? Here's your chance. On February 3 and 4, doors will swing wide on the West's largest and longest-running extravaganza, CLCA's Landscape Industry Show.

The 100,000-square-foot Los Angeles Convention Center South Hall will be jammed with demo gardens, water features, the newest in stone and rockwork, and thousands of plants, trees, shrubs, vehicles and equipment-in short, the works. While you check it all out, catch up with old friends and make new connections.

More on the floor

Creating outdoor environments is the name of the game today. For the first time ever, all the newest products and services will be corralled in one location so you can take in all the new stuff at one shot.

Reality show

For the first time ever, arborists will con-

duct a hands-on, real-time pruning demo, showing off their techniques on two 60-inch-box trees trucked right onto the show floor.

Water lineup

LIS makes it easy to get yourself up-to-speed on crucial water issues. Take a look:

- Recently, the effectiveness of water auditing as a conservation tool has been challenged. A panel of experts-individuals who have created and administered these programs as well as performed them in the field-will debate its real-world effectiveness from very different points of view and perhaps come to some agreement on how to improve them in the future.
- U.C. Riverside horticulturalist Dennis Pittenger will moderate a panel discussion, California's New Graywater Standards: A Business Opportunity? Experts will cover the state's new standards; methods of design, installa-

tion, and maintenance of irrigation systems serviced by graywater systems; and how to break into this business niche and market services to potential customers.

- Starting CLCA's Water Management Certification Program at LIS couldn't be easier. Take the 3-hour training course and 2-hour written test on the same day.

Green in the mainstream

Sustainable lighting, irrigation and landscaping practices, you'll see it all at LIS.

Learn, learn, learn

Browse books, publications and ready-to-use contracts from CLCA's bookstore, and snap up CEUs. There are more opportunities in 2010 than ever before.

Information

For more information on the show, educational seminars, registration and accommodations, visit www.clca.us/lis.

GreenCare for Troops in Need of Volunteers

GreenCare for Troops is a nationwide outreach program, coordinated by Project EverGreen, that connects local Green Industry professionals with men and women serving our country in the armed forces away from home.

Lawn and landscape maintenance become a hardship when a family's breadwinner is on active duty away from home. GreenCare for Troops is designed to show the Green Industry's concern for this.

GreenCare is in the process of helping more than 2,400 volunteers provide free lawn and landscape services for more than 8,900 military families nationwide. The cost to manage the GreenCare for Troops Program is underwritten by Cub Cadet Commercial.

GreenCare is in need of additional volunteers. For information, or to volunteer, visit www.projectevergreen.com/gcft/index.html. Or email Joy Westenberg: joywestenberg@projectevergreen.com.

AB1881 Takes Effect January 1, 2010 Are You Prepared?

California's cities and counties have until January 1, 2010, to adopt the updated Model Water Efficient Landscape Ordinance or another ordinance that is "at least as effective" as called for in AB1881.

It's really important for our chapter to monitor the cities and counties in our area and make sure that if they are considering an ordinance that is different in any way from the Model Ordinance, that their proposed ordinance doesn't contain provisions harmful to landscape contractors.

For example, the County of San Diego is considering an ordinance that would not allow landscape contractors to submit landscaping and irrigation plans. Only an architect, landscape architect, or civil engineer could do so. As a result, landscape contractors would not be able to perform design-build work for commercial and multi-family landscapes over 1000-square feet or residential landscapes over

5000-square feet in the unincorporated areas of the county.

Do the proposed ordinances in your area have similar provisions or other harmful or misguided ones? The only way to know is to contact the cities and counties in your chapter (see contact list on page 3) and ask them for a copy of their proposed water ordinance and then read them!

CLCA has printed several articles regarding AB 1881 and the Model Water Efficiency Landscape Ordinance in the Cutting Edge. You can find them on the website at www.clca.org >> News >> Search By Title for "Model Ordinance Update Nearly Finalized." If you have any questions, call Larry Rohlfs at CLCA headquarters at (800) 448-CLCA or email larryrohlfs@clca.org. If you are not sure if a provision in a local ordinance is a good idea or not, give Larry a call to discuss it.

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Help Stop Billions in Property Tax Increases

Submitted by Larry Rohlfes, CLCA Assistant Executive Director

Proposals to overturn key provisions of Proposition 13 and to increase property taxes by billions continue to be pushed as a way to solve California's massive and chronic budget deficits. But rather than helping the state, these proposals will only hurt hardworking Californians and stall our economic recovery, which is why the CLCA is working hard to oppose them.

Some special interests and politicians want to separate business property from the protections of Proposition 13 and allow business and rental properties to be taxed at a higher rate, assessed more often, or both. These tax increases are estimated to cost Californians about \$8 billion annually. Proponents try to claim that the costs of these proposals will only hit "big business," but the truth is that these property tax increases will harm small businesses, workers, renters and consumers the most.

Because many small, local businesses

lease their offices or facility spaces, they will have to pick up a large part of the tab for the billions in new property taxes. In fact, absorbing these types of costs is required in most lease agreements. As a result, businesses will have to cut wages and benefits, lay off workers and/or increase prices for consumers. People who live in rental housing, about 35 percent of Californians and many of them seniors, will pay more each month.

Two recent studies demonstrate the negative impacts of increasing property taxes in California. A study conducted by former state legislative analyst William Hamm found that increasing business property taxes by even one percent could lead to the loss of 43,000 jobs and reduced wages, and it would also result in increased consumer prices. And a study by the Center for Government Analysis found that businesses owned by women,

minorities and Latinos would be disproportionately harmed if these property taxes were increased.

Proponents for tax increase proposals are trying to claim that rental and business property owners do not pay their fair share. But in fact, the State Board of Equalization shows that in 2006-07 alone tax assessments on non-homeowner property subject to Proposition 13 were \$625.8 billion higher than those on homeowner properties. And, business properties currently account for 60 percent of local property taxes.

Californians have already had their taxes raised by \$12.5 billion this year. Instead of increasing our taxes by billions more every year, special interests and politicians should instead focus on keeping state spending under control and creating budgets that live within our means, just like most families do every day.

To learn how you can join the effort to stop property tax increases, please call visit www.stophigherpropertytaxes.org.

When We Pay Affects How Much We Use

By Mike Baron, The Tory Company

I recently attended the WaterSmart Innovations Conference in Las Vegas. This conference is organized by the Southern Nevada Water Authority and several water-oriented partners, including the Irrigation Association, California Urban Water Conservation Council, EPA WaterSense, U.S. Green Building Council and the Alliance for Water Efficiency.

I sat in on a presentation by Gary Klein of Affiliated International Management, LLC. His presentation topic was, "The Water-Energy-Carbon Footprint Connection." He made a very fascinating observation having to do with the cost of various natural resources we consume on a daily basis.

His question was a simple one: Why is it that we know the cost of a gallon of gasoline, but struggle to know -- off the top of our heads -- the cost of a gallon of water,

the cost of a cubic foot of natural gas and the cost of a kilowatt hour delivered to our homes? Give it a little thought. The only reason I could come up with is that those who sell us water, natural gas and electrical energy don't make it very easy to find the unit costs of those commodities on the bills they send. Could that be because, in the beginning, they wanted us to consume as much of these resources as possible?

Well, the reason Gary Klein gave had to do with "when we pay for these commodities." When we buy gasoline, we pay for it before we consume it. We can make calculations as to how long that purchase will last us and change our behavior accordingly. But we consume natural gas, electrical energy and water before we pay for them, and that affects our usage behavior. By the time we get the bills, it's too late to conserve for that billing period. Mr. Klein went on to argue that without

changing this timing issue of when a commodity is purchased, it will be difficult to make big changes in consumption.

Yes, conservation is important, but I think that Mr. Klein's observation has merit and warrants further investigation.

Treasurer's Report

by Laurie Reily, Treasurer

October 2009

Opening Balance	\$17,046.07
Income:	\$1,333.00
Dinner Meeting	\$278.00
Newsletter Advertising	\$70.00
Seminars	\$700.00
Golf Tournament	\$285.00
Disbursements:	\$2,111.42
Board Meeting	\$90.26
Dinner Meeting	\$1,079.64
State Meetings	\$941.52
Closing Balance	\$16,267.65

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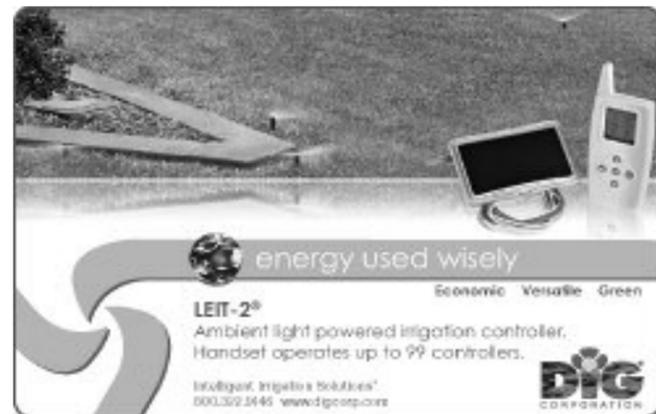
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- LCIS Insurance(800) 628-8735
- Martin's Irrigation(831) 394-4106
- Perry Laboratory(831) 722-7606
- Plant Providers(408) 314-2668
- Soquel Nursery Growers(831) 475-3533

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Business Card	\$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

*Advertiser to supply 350 copies of insert.

Contracts and payments should be mailed to:
Laurie Reily, Treasurer, 6749 E. Zayante Rd., Felton CA 95018
Phone: (831) 335-2102

Payable to: **CLCA Central Coast Chapter**
Send all artwork in eps or pdf format to Jerrie Beard at jsb@beardassociates.com by the 15th of the month prior to publication. For questions regarding artwork (800) 605-1701.

2009 Central Coast Chapter Partners

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.

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.

- LCIS
- Ewing Irrigation

- Graniterock
- Hunter Industries, Inc.

Redwood Partners - \$600

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- Grass Farm
- Tractor Equipment Sales

- Peterson Tractor Company
- Delta Bluegrass

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.

- Greenstreak Landscaping
- Aaron Garfinkel Landscapes

- Prime Landscape Services

License No. 0755906

LCIS
Ron E. Pohndorf
Senior Account Executive

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Calendar of Events

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

December 8, CLCA Water Management
Certification Training and Testing. 9 a.m.
to 12 p.m., training. 1 p.m. to 3 p.m. test.
Santa Clara Valley Water District,
Blossom Hill Annex. See at right or visit
www.clca.us/water.

January 13-14, CLCA Leadership
Conference. The Westin, San Francisco.
See www.clca.org.

February 3-4, 2010 Landscape Industry
Show. Los Angeles Convention Center.
For information or to sign up as an
exhibitor see www.clca.us/lis.

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



California Landscape Contractors Association
Central Coast Chapter

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