

Land Gab

February 2012

California Landscape Contractors Association • Sacramento Valley Chapter • 58 No. 2
www.clcasacramentochapter.org • promoting professionalism and advancing awareness of the landscape industry



Sacramento Valley Chapter Treasurer Bob Melville and his wife with a few feathered friends at the 2011 Annual Convention.

March 20 Meeting: What CLCA Can Do for You.

Join us at 5:30 p.m. on Tuesday, March 20, at the Old Spaghetti Factory, 731 Sunrise Blvd., in Roseville for an informal dinner meeting to learn how to Maximize Your CLCA Membership.

John Sassaman, CLCA State Communications Manager, will conduct an informative presentation and open discussion on the resources available through CLCA to solve common business problems and boost your professionalism, such as the Landscape Industry Certified Technician test.

The cost is \$17.50 per person (payable at door, RSVP requested) and includes a complete meal including soup or salad, fresh baked bread, extensive dinner selections, milk, coffee or iced tea, and vanilla or spumoni ice cream.

Current members will receive a complimentary copy of the CLCA publication "How Much Money Do I Need To Make?" (workbook and cd / non-member price \$75) as an introduction to the five part series "How To Make Money In A Landscape Business."

Non-Members are invited to join us to learn about CLCA membership. RSVP to Tim Crowley, timcrowley@pacbell.net by March 17.



Chapter Focus on Education in 2012

Sharon Yon, Redi-Gro, Chapter President



Many of the Sacramento Chapter Board members attended the CLCA Leadership Conference on January 10th in San Jose. The guest speaker was Loren Lasher, a specialist in human resource development. His training session focused on the keys to effective leadership. I would like to share with you here a “mantra” that Loren presented at the conference.

The Leader

By Haim Ginoot (modified by Loren Lasher)

I have come to a frightening conclusion.
 I am the decisive element in the workplace.
 It is my personal approach that creates the climate.
 It is my daily mood that makes the weather.
 As a Leader, I possess tremendous power to make a person’s life miserable or joyous.
 I can humiliate or humor, hurt or heal.
 In all situations it is my response that decides whether a crisis will be escalated or de-escalated, and a person humanized or de-humanized.

During the Installation Lunch at the conference, we were introduced to the 2012 CLCA Executive Board. Break out sessions in the afternoon focused on each board position and provided an

opportunity for each of us to learn and share ideas about how to be successful in our new roles on the chapter board.

On the very next evening, January 11, our chapter board held its first meeting of the new year, and we put all this new found knowledge to the test. Ground work was laid for a successful 2012. I’m thrilled to see the enthusiasm among our board members.

Our chapter represented CLCA with a booth at the Sacramento Valley Landscape & Nursery Expo as well as the EcoLandscape Conference, both in January.

Thank you to Tim Crowley for putting together our first educational event of the new year on March 20. The topic is “What CLCA Can Do For You,” and promises to be a great event. See the cover for details, and don’t forget to RSVP. Tim is also putting together a workshop on problem solving for May 9. Watch for details.

CLCA has chosen Networked Insurance Agents to be the new, official provider of insurance for association members. Significant cost savings and hassle-free customer service, as well as online access to applications and certificates are some of the benefits already being seen by CLCA members using Networked. You are encouraged to compare by calling our Northern California representative, Assurance Risk Managers at 855/662-2522 for a quote.

Please check the State and Chapter websites for more in depth news and information about CLCA. As your new Chapter president, I will be attending periodic Chapter Presidents Council Meetings. These meetings present an opportunity for me, as your representative, to voice chapter member concerns to the State Board of Directors. Please contact me or any other Board member with any issues, concerns or comments, and we will be sure your voice is heard.

Upcoming Events

- Feb 8 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.
- Feb 14 Ewing Irrigation Seminar, Location: Sacramento: Presentations and Portfolios for the Landscape Professional, by John Binkle. Go to <http://ewingeducationservices.com> for more information.
- Mar 14 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.
- Mar 20 Educational Dinner meeting: “What CLCA Can Do for YOU!” Old Spaghetti Factory, 731 Sunrise Ave., Roseville. John Sassaman from CLCA HQ will provide information on making the most of CLCA products, programs, and technology available to members. Please R.S.V.P. to Tim Crowley at timcrowley@pacbell.net by March 17. See front cover.
- Mar 22 Water Management Certification Workshop and Written Test. 8 a.m. to 4 p.m. Presented by John Deere Landscapes and CLCA. Roseville Utility Exploration Center, 1501 Pleasant Grove Blvd, Roseville. For more information: www.clca.us/water-pro

- Mar22-23 CLCA Legislative Conference. State Capitol, Sacramento. Please contact Larry Rohlfs at CLCA for details. Registration and sponsor forms will be available at www.clca.org.
- Apr 11 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.
- May 9 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.
- May 9 Systematic Problem Solving. This four-hour course is for anyone who solves workplace problems, especially on teams. Conducted by Dennis Wade, of People Development Systems. Watch for details next month.
- Jun 13 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.
- Jun River Cats Game. Watch for details.
- Jul 11 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.
- Aug 8 Chapter Board meeting. 6 p.m. Straw Hat Pizza, 3327 Watt Ave., Sacramento.

Dates and times are tentative. Check this publication or our website for updates: www.clcasacramentochapter.org



New Ideas in Landscape: Edible Ornamentals

By Ed Laivo, Sales & Marketing Dir., Devil Mountain Wholesale Nursery
It is time to ponder what stimulating ideas you can incorporate into your designs. Maybe greater attention to lower water use plants, maybe more sustainable concepts, or maybe edible ornamentals.

If you can work edibles into the design, especially in an original manner, your work becomes both fashionable and functional. Here are some common varieties of fruits with some uncommon recommendations for usage.

Edibles with Beautiful Leaf Color

Blueberries make great borders or foundation plants. These two selections have rich green foliage and great red fall color while holding their leaves throughout winter and returning to green in the spring.

- Sunshine Blue Blueberry- compact plant to 3 feet, bright pink flowers
- Sharp Blue Blueberry- upright to 5 feet tall, light pink blooms

Persimmons are wonderful lavish medium sized trees with a brilliant orange fall color. Out of leaf, they have a picturesque winter structure. Use to block a window from afternoon sun or as an accent tree. Persimmons are widely adapted trees that tolerate a wide range of soil conditions.

- Fuyu- Is self fruitful with few maintenance issues

Flowering plums are known for their beautiful red leaf, a newer introduction with red foliage and a tight columnar growing habit is 20 feet tall by 4 feet wide. In today's smaller yards, this tree is a perfect accent tree or the perfect size to block an unwanted view.

- Crimson Point Flowering Plum- Tree has wonderful columnar form with little work, medium size fruit with fine flavor.

Edibles for Screening

Pomegranates make an impervious barrier that can act as a visual block or a wind break. Features like bright orange flowers in the spring and a versatility that allows for pruning to accommodate most situations. Long lived they require little water once established.

- Wonderful – The classic, a large dark red fruit used fresh or for juice.
- Parfianka- from Turkmenistan, a Gregory Levin's introduction, a medium to large red fruit and is one of the finest flavored.

Figs are one of the most versatile of all fruits for landscape purposes. Grow as a tree or train as an espalier. As a screen a fig can block out an unwanted view or even provide a sound barrier. With the range of different sizes there is a variety to suite most situations.

- Brown Turkey- A great variety for coastal or inland planting, this is one of the best varieties to espalier. A large purple fruit the tree will crop twice a year (breba crop) in most areas.
- Black Jack – A dwarf plant (to 6 feet) with large Black Mission type fruit, use as a screen plant to block unsightly low views.
- Jujubes, though not as common, are a tough medium size tree. Balanced structure with delicate foliage and imposing thorns. The landscape benefit comes from its potential impervious barrier were a soft accent tree is needed. Low water needs.
- Li -A popular variety to many cultures around the world. Round fruit are very tasty, good fresh off the tree or dried.

Cultivating the Future.
9 am to 5 pm February 16, 2012

NEW EXHIBITORS!
Mention this ad for \$25 off the booth fee. Limit one discount per company.



Scan this Tag for a direct link to our website!



NORCAL SPRING TRADE SHOW

Opportunity & Education
Talk Face-to-Face With Clients
Strengthen Relationships
Showcase Your Business
Broaden Your Market
Attend Free Seminars

Expo Hall, San Mateo Expo Center
1346 Saratoga Drive (new entrance)
San Mateo, CA 94403

530-458-3190 • www.norcaltradeshow.org

PARK AVENUE TURF INC.
GROWING & INSTALLATION OF FINE SOD
We roll out the green carpet for you...

Billy Montesclaros
Sales Representative



7988 Robben Rd.
Dixon, CA 95620
www.parkavenueturf.com
Billy@parkavenueturf.com

Cell: (707) 479-4748
(916) 538-0479
Office (800) 734-8859
Fax: (707) 823-9010
License #759431

Growers of Quality Sod Since 1969.



Todd Gerrow
Sales Representative

12750 Guard Rd.
Lodi, CA 95242
Toll Free: (800) 588-6882
www.agsod.com

Mobile: (916) 216-2859
Fax: (209) 333-8634
E-mail: tgerrow@agsod.com

Edibles with Spring Color

Peaches and Nectarines can be used as a focal point. Varieties with beautiful spring blooms can provide spectacular displays. Keep in mind that in areas where Peach Leaf Curl is a problem, they will need to be sprayed. The display value along with the wonderful fruit is worth the effort.

- **Red Baron Peach**- Long lasting dark red double flowers provide a striking display. Fruit is of the finest quality.
 - **Double Delight Nectarine**- Double pink flowers are profuse in the spring over a long bloom period. This is a small size nectarine that is packed full of great flavor.
 - **Plums/Pluots** can have great flower displays and/or beautiful fruit displays. Some selections have been a part of Japanese landscape design for centuries. These two selections have both beautiful flowers and spectacular fruit displays.
 - **Shiro Plum**- Limb full spires of white blooms followed by a luminescent yellow fruit. Self fruitful with a mildly sweet rich plum flavor.
 - **Splash Pluot**- Following a beautiful spring flower this variety sets one of the most colorful fruit displays. Orange, yellow, red hanging like Christmas ornaments the display seems to evolve through different color hues as the fruit matures. Scrumptious
- Devil Mountain Wholesale will be handling a more complete selection of Edibles from 5 gallons to large specimens. Along with harder to find varieties, Devil Mountain has Sub Tropical's and Tropical's. To learn about Devil Mountain's plants, visit devilmountainnursery.com.

CLCA Endorses Networked Insurance Agents

California Landscape Contractors Association recently signed an agreement to endorse Networked Insurance Agents as the official provider of insurance services to its members, according to immediate past president Bob Wade. "We're impressed with the breadth of services they provide in addition to offering the insurance coverage our membership requires," says Wade.

Networked has been in business since 1991, serving more than 60,000 policy holders in 11 western states. Nationally-known carriers that Networked can access include Hartford, Wesco/AmTrust, Golden Eagle, Travelers, Liberty, Chubb, Ace, Safeco, Chartis and Fireman's Fund, among others. "CLCA members can also access a strong California regional carrier, Sequoia Insurance Company," says Masles. "Their insurance products are top-notch, as are their Risk Management services." CLCA's agreement includes access to Sequoia's loss control online service SmarTrac. In addition, policy holders may use their carrier's safety tools.

Networked specializes in business owner's policies, workers' compensation, contractor's liability, property, auto, umbrella, employment practices liability and surety bonds. In addition, the company offers insurance from six Excess and Surplus carriers including Capitol, Century Surety, Northfield and Lloyd's of London.

Among the other services included in the CLCA agreement with Networked are claims support, online access to applications and certificates, education and marketing.

N O R M A C

IRRIGATION & LANDSCAPE SUPPLIES

NOBODY BEATS OUR SALES, SERVICE, INVENTORY OR PARTS!



NORMAC is a dynamic, service oriented irrigation distributor located in Northern California. We began serving the irrigation industry in 1961 with the finest irrigation products and the best customer service.

- Irrigation Products
- Landscape Supplies
- Landscape Lighting
- Tools
- Fertilizer & Seed
- Herbicides
- Repair Parts
- And Much More.



8 Convenient Northern California Locations

<p>Sacramento (North) 3449 Longview Drive (916) 482-2924</p>	<p>Sacramento (South) 8472 Specialty Cir. (916) 387-4040</p>	<p>Rocklin 4311 Anthony Ct. #900 (916) 652-5827</p>	<p>Rancho Cordova 3365 Monier Cir. (916) 851-8484</p>
<p>Chico 765 Entler Ave. (530) 895-3714</p>	<p>Redding 2570 Tarmac Rd. (530) 222-0101</p>	<p>Stockton 6215 Tam O'Shanter Dr. (209) 957-9170</p>	<p>Modesto 1125 Carver Road (209) 577-3832</p>

LANDSCAPING. WE HAVE WHAT IT TAKES.



GOLDEN STATE GROWERS

Javier Hernandez
Javier@goldenstategrowers.net

9025 Elder Creek Road Sacramento CA 95828
 TEL: (916) 387-8107 FAX: (916) 387-8907
 WWW.GOLDENSTATEGROWERS.NET

Give Your Pressure a Boost!



Quality Booster Packages

Customflow

"Where water flows...grass grows"

1-888-774-PUMP

With over 50 years of combined experience, *Mike Parilo, Pat Dittmer and Ron Gibbens* offer you the ultimate in local design, fabrication, installation and electrical expertise in the commercial and residential water pump industry.

When You're Ready to Boost Your Pressure...

Call Mike Parilo
 at **1.888.774.PUMP**,
 916.429.9729 or fax: 916.427.3965
 CA License # 798492



Custom Pump & Power INC.

Quality Sales & Service
 Sacramento, California

2012 SACRAMENTO CHAPTER DIRECTORY

<p>PAST PRESIDENT Steve Moodey Moodey Incorporated 916-871-4791 <i>steve@moodeyinc.net</i></p>	<p>DIRECTOR OF EDUCATION Tim Crowley 916-645-7881 <i>timcrowley@pacbell.net</i></p>
<p>PRESIDENT Sharon Yon Redi-Gro Corp. 916-768-9840 <i>redigropro@redi-gro.com</i></p>	<p>DIRECTOR OF PUBLIC RELATIONS Alex Gutierrez Cal Majestic Landscape & Maint. 916-638-2607 <i>majestic@aol.com</i></p>
<p>PRESIDENT ELECT Open Position</p>	<p>DIRECTOR OF MEMBERSHIP Matt Trenary ValleyCrest Landscape Companies 916-386-4875 <i>mtrenary@valleycrest.com</i></p>
<p>TREASURER Bob Melville Village Nurseries (916) 364-2942 <i>BMelville@VillageNurseries.com</i></p>	<p>DIRECTOR OF COMMUNICATION Beth Abalos River City Landscaping Inc. 916-729-3586 <i>beth@rivercitylandscaping.com</i></p>
<p>SECRETARY Rick Abalos River City Landscaping Inc. (916) 729-3586 <i>rick@rivercitylandscaping.com</i></p>	<p>DIRECTOR OF EVENTS Janet Gerland Devil Mountain Nurseries 925-829-6006 <i>janet@devilmountainnurseries.com</i></p>
<p>ASSOCIATE MEMBER DIRECTORS Billy Montesclaros Park Avenue Turf Inc. 800-734-8859</p>	

ADVERTISING
 Jerrie Beard & Associates
 PO Box 7, Pollock Pines CA 95726
 (800) 605-1701

CLCA STATE HEADQUARTERS
800-448-2522 EXT. 13 • www.clca.org

LandGab is published 10 times a year for the Sacramento Valley Chapter of CLCA by Jerrie Beard & Associates, PO Box 7, Pollock Pines CA 95726. E-mailed submissions are also welcome at jsb@beardassociates.com. For information on advertising and rates contact Jerrie Beard at 530-621-1701. Articles may be used by other CLCA chapters giving credit to LandGab, publication date and source if applicable.

Submit copy and advertising in graphic format (PDF, EPS, or TIF) on CD or via e-mail no later than the 10th day of the month preceding publication. Call 530-621-1701 if you have questions.

Advertisers, Editor and the CLCA Sacramento Chapter are not responsible nor liable for misinformation, misprints, or typographical errors contained herein. Publisher reserves the right to edit articles for content and space



ROBERT D. KRIKOURIAN, Account Executive
 (916) 939-2236 rkrikourian@lcsinc.com



4190 Milano Court
 El Dorado Hills, CA 95762-6914
 (800) 628-8735 www.lcsinc.com
 Member CLCA, NLA and UMLA
 License # 0755506

Specialized insurance coverage for members of the Green Industry

Tools to protect and grow your business.



Sacramento Valley Chapter board members at the Leadership Conference -- Back: Bob Melville, Rick Abalos, Sharon Yon, Billy Montesclaros, Steve Moodey. Front: Beth Abalos, Janet Gerland.

Attendees Learn Keys of Leadership

By Jerrie Beard, Beard & Associates, LandGab Editor

On January 10, chapter board members from all over the state convened in San Jose for the annual Leadership Conference and Installation Luncheon. The event was held at the impressive Corinthian Grand Ballroom, a 1924 landmark located in the heart of historic downtown San Jose.

Loren Lasher (below), who was also the keynote speaker at the Annual Convention, addressed the group on the Keys to Leadership. According to Lasher, a key concept in becoming a more effective leader is "Where the attention goes, the energy flows." In other words, if you focus on the positive, you will realize positive results. Focusing on the positive not only helps you achieve better results, it helps others do their job more efficiently. When we praise individuals instead

of criticizing them, we create positive energy which makes them feel good and produces better results.

While positive energy produces positive results, putting in half the energy creates half the results. Mr. Lasher encouraged participants to set goals, or at least make lists, to increase productivity. He noted that list makers are usually 40-60% more productive than people who don't make lists.

Also key to good leadership is the concept of involvement = ownership = commitment. Getting employees or committee members more involved in the outcome of a project will increase their commitment to the project. One way to do this is to ask questions -- instead of telling someone how to do it, ask them how they would do it.



2012 Executive Board Installed

Following this informative session, CLCA hosted the Installation Luncheon where the 2012 state board of directors were introduced and sworn in and a regular and associate member were recognized for their outstanding contributions to the association.

This year, CLCA's Director of Communications Chuck Carr of Valley Crest received the Regular Member of the Year award. Chuck has been heading up the PR

committee which is working on the association's branding campaign. The Associate Member of the Year Awards was presented to Sacramento Valley Chapter member Tom Noonan of Ewing Irrigation, chosen for his work on water issues.

In addition, Robert Crudup of Valley Crest received the Allegiance Award. And, finally, Nelson Colvin and Golden Oak were recognized for their many years of service to the association.

Following lunch and a delightful networking over dessert hour, attendees went to their respective breakout sessions to learn the intricacies of their new positions on the chapter boards.

Once again state pulled off an excellent event with a great speaker and much helpful information. This is always a good event to get to know the staff, state board members, and members from around the state.



Above: Peter Estournes presents Chuck Carr with the Regular Member of the Year Award.


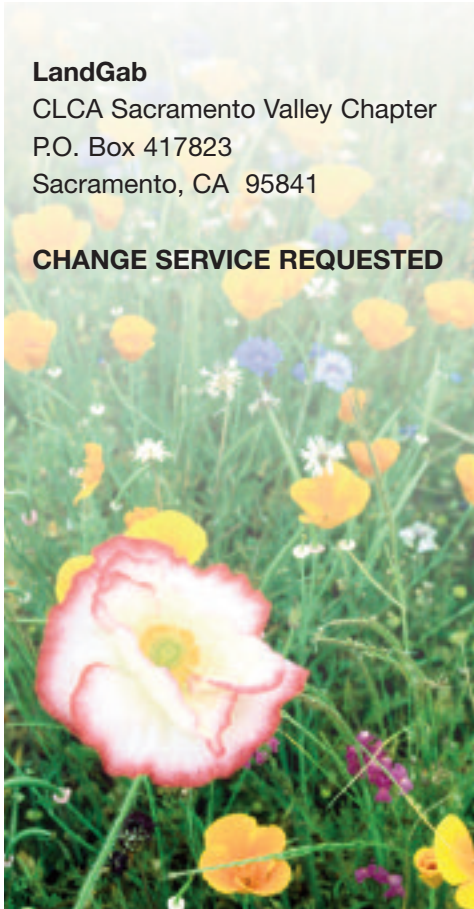


Above: Heath Bedal and Tom Noonan with the Associate Member of the Year Award.

PRST STANDARD
U.S. POSTAGE
PAID
PERMIT #234
PLACERVILLE, CA 95667

LandGab
CLCA Sacramento Valley Chapter
P.O. Box 417823
Sacramento, CA 95841

CHANGE SERVICE REQUESTED



19065 Telephone Ave. • Chino, CA 91710
www.grower.com • (909) 393-3744

GRO POWER
INC.

- Soil Preparation
- Back Fill
- Maintenance
- Hydroseeding
- Soil Analysis Service



www.deltabluegrass.com
#C-27 752734

Ron Silva (916) 833-1890

- Degradable Notted Blends
- Six California Native Sod Blends



**GROWING GREEN
IN MORE DIRECTIONS!**