



39th Annual Awards Program!

By Sam Whitney, Awards Chairperson

It's that time again! Time to review those best jobs of yours and prepare the paperwork necessary to get them entered in the SF Bay Area Annual Awards... ON TIME! ...which would be Friday, April 20, at 6 p.m.!

The place to deliver those entry packets will be Samscaping, 939 D San Rafael Ave. in Mountain View. My cell phone is 650-222-0262 and my email is sam@samscaping.com. Please feel free to call or email me with any questions. You can download the forms from our chapter's web site (sometime in March) and make sure to review and follow the instructions to ensure your job will be judged. Please fill out the forms on-line and then print them for your submittals. Follow the instructions for how many pages for each job, etc. Did I mention to read and follow the instructions if you want your job to be judged! Thanks!

Judging will take place May 11, 12, and 13, that's Wednesday, Thursday and Friday, so you have tons of time to freshen them up for the judges. The Awards dinner will be June 2, most likely at the same place as last year -- The Decathlon Club in Santa Clara.

Each entry will be \$100, and there will not be a late entry deadline, no kidding! Please get started on the applications in a timely manner, and submit them on time!

This is one of our biggest, and most fun events of the entire year, so don't miss out. Join us! More info to follow soon.

Good luck to all!
Sam

Thursday, March 22:

Lyngson Garden Materials Presents:

SF Flower and Garden Show After Hours Social Mixer - "Best Party of the Year!"

Network in the garden, literally! Sponsored by Lyngso Garden Materials, CLCA-SFBA and neighboring chapters are again co-hosting with APLD an after-show social mixer at the San Francisco Flower and Garden Show on Thursday, March 22, beginning at 7 p.m. immediately after the show officially closes to the public. Spend the day seeing the garden show, attend a seminar or two and then join your fellow green industry friends to view the main floor of garden creations without the daytime crowds. Docent tours are being planned to make the event even more intimate and informative. Music, appetizers and drinks (wine, beer, water and soft drinks) will be served. Please note: This is NOT a dinner event; only appetizers and drinks will be served.

Cost: \$40 includes all-day show ticket and 2 after-show refreshments. Attend the show early during regular show hours to tour the vendor area, visit the CLCA booth and the Lyngso booth, check out the entryway designed by those creative APLD members and perhaps get a bite to eat while saving the main floor garden creation viewing for our event.

Upgrade: Show Ticket upgrade: Upgrade your ticket for an additional \$10 (paid at the ticket booth, not to CLCA), and come back to the show on any other day(s). You MUST upgrade your ticket the first day you enter the show. To upgrade your ticket on event night, you MUST upgrade before the 'Upgrade Ticket Booth' closes at 7 p.m.

Where: Expo Hall - Garden Display area

San Mateo Event Center, 1346 Saratoga Dr., San Mateo.

Register: ONLINE: Go to <http://preview.tinyurl.com/77vknme> and PAY ON-LINE using your credit card through Constant Contact/ Paypal. Online payments must be completed by Sunday, March 17, at high noon!- NO EXCEPTIONS. Ticket(s) will be mailed to you. PAY BY MAIL. CHECK PAYMENT DEADLINE: All checks must be received by Friday, March 16th - NO EXCEPTIONS.

Tickets will be mailed to you before the show opens on Wednesday, March 21. Please include your mailing address and name(s) of people attending. Reservations will NOT be taken by phone, e-mail or fax. Send checks, payable to CLCA SFBA to:

JAMES WALKER, P.O. Box 1285 Menlo Park, CA 94026
Any questions, please contact James at (650) 333-2021

Contact:

2012 SF Bay Area Chapter Contacts

CHAIRMAN OF THE BOARD

JAMES WALKER (650) 333-2021
Landsulpt landsulpt@earthlink.net

PRESIDENT

NATE CROSBY (408) 417-5137
Crosby Landscaping crosbylandscaping@gmail.com

VICE PRESIDENT / MEMBERSHIP CHAIR

LARRY SCOTT (408) 687-1104
Integrity Landscape Services integmail@comcast.net

TREASURER

JOHN VEGA (650) 533-0742
De la Vega Landscaping johnjvega@gmail.com

SECRETARY

ERHARD WEGMAN (650) 670-7911
The Village Gardener, Inc.
erhard@thevillagegardener.com

ASSOCIATE LIAISON

EARL BOYD (650) 222-3070
Lyngso Garden Materials eboyd@lyngsogarden.com

AUXILIARY PRESIDENT(S)

MARY COHEN (408) 981-2955
marycohen@aol.com

CINDY SINGLETARY (408) 741-4803
cysingletary@comcast.net

VICKY PARROTT (650) 377-1965
victoriala@att.net

AUXILIARY TREASURER

CHARLENE OTT (650) 948-7858
leott@sbcglobal.net

AUXILIARY SECRETARY

JILL HERTZER (408) 690-8957
Jillsela@sbcglobal.net

STUDENT CLUB PRESIDENT

GINNY BABBIT ghabbitt@comcast.net

BAY BREEZE EDITOR

JERRIE BEARD voice (530) 621-1701
Jerrie Beard & Associates jsb@beardassociates.com

CLCA State 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.

The CLCA SFBA Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Please send all copy, black & white photos, line art and ad materials to: Jerrie Beard & Associates, PO Box 7, Pollock Pines CA 95726. Emailed submissions are welcome at jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (530) 621-1701.

Articles submitted are subject to approval and modification. Chapter or Editor are not liable for misprints or errors, and do not necessarily agree with opinions expressed in byline articles. Articles may be used by other CLCA chapter newsletters, giving proper credit to their source.

Partners for Success

Giving Thanks to Our Sponsors

By Earl Boyd, Lyngso Garden Materials, Inc.

Hi everybody. For those I haven't talked with recently, I hope your year is starting well. With all the luck and a bit of cooperation from Mother Nature we will get our rainfall to its full measure and effect.

Our Partners for Success Program is doing well. I wanted to thank all those who have committed to the program for 2012. It is your participation and involvement that drive a program like this, and our chapter has always been one committed to participation. So far we have over \$18,000 committed in 2012 with the majority already being paid. Thank you to all those who have signed up!

We would like to wrap up our drive for Partners soon, so feel free to contact me if you are still considering sponsorship. I will be happy to let you know about the benefits available and get you whatever information you might need. You can email me at eboyd@lyngsogarden.com or call me at 650-364-1730 ext 130.

I would also like to make another pitch for the Foothill Student Sponsorship, which is only \$300 dollars or 15 flex points. It provides a Foothill Student with the following: CLCA Student Membership, recognition at all SFBA events and on our website, a subscription to the Bay Breeze, admission to the annual Achievement Awards, Installation Night, Membership Night, and three 2012 Educational Seminars. A Student Sponsorship not only allows students to gain insight into the landscape construction and design field by providing them with access to top people in the field, but it is also an investment in the future of our organization.

Diamond Partners

Lyngso Garden Materials, Inc. • Hunter/ FX Luminaire • Horizon • Ewing Irrigation Pacific Nursery • Imperial Sprinkler • Eagle Sales • Devil Mountain Nursery • John Deere Landscapes

Platinum Sponsor

New Earth Nurseries

Gold Sponsor

Samscaping • Landscape Contractors Insurance Services • Peninsula Building Supply

Garden Tour

Sylvi Rupilius Garden Design • Landscapia • Leo and Charlene Ott
Jolee Horne Landscape Design

Student Sponsorship

EvLand LLC • Girvin Peters • CLCA-SFBA Auxiliary

Emerald Sponsor

Modern Landscaping • Camin Landscaping • Crosby Landscaping • Landsulpt Gardens
The Village Gardener

Sapphire Sponsor

Hans Biland Landscaping, Inc.

To become involved, contact Earl Boyd, Lyngso Garden Materials, Cell: 650.222.3070
Work: 650.364.1730 ext 130, Email: eboyd@lyngsogarden.com.

The Information Age is Here!

By Nate Crosby, Crosby Landscaping



Communication methods are changing quickly. Just fifteen years ago, a highly connected business would operate with a landline, desktop computer, and fax machine. Rarely did we hear of car phones and never would we consider the possibility of receiving emails on mobile devices. Today we still communicate over landlines, but just as often use wifi networks or cell phone services. And we aren't sending faxes anymore. Instead, we are communicating across Twitter, Facebook, or LinkedIn and using emails, text messages, or Skype to talk to each other. The smart phone has started to take over and desktop computers are seen in museums.

It doesn't stop there. We can also now communicate to groups even more effectively than ever before. An individual can have a website, keep a blog, create a video for YouTube, and share documents through Google, Dropbox, or Evernote accounts. We can create messages to be read by groups anytime, anywhere. In fact, one can have all kinds of information stored on the internet and potentially keep a clean desk. I have yet to have a clean desk.

I can barely keep up with the constant changes to communication technology. Some people may say that all this technology is as ridiculous as a Chihuahua wearing a bikini in December. Others say that all this ability to communicate keeps us

leashed to electronics like a junkyard dog without anyone to bark at. Really, it all seems to be different opportunities to communicate. Some of these technologies may just be a big waste of our precious time, but others have become great ways to better connect with one another.

As Chapter President, I have found the use of Constant Contact to be a great resource to update membership. Constant Contact, an online event and email list management system, is a way to get all members important information in a timely fashion, to encourage participation in events, and to keep everyone as up to date as possible with major chapter happenings. Past President, Rick Camin, started utilizing Constant Contact in January 2011. Our Chapter Board has found it useful for tracking event registration. It is also a great way to disseminate news updates.

Constant Contact provides a great, effective way to sign up for events; you can easily sign up a guest and even list your food preference. We are working to refine the ability to take credit card payments online as well. The events we put together each month take hours of planning, and Constant Contact is saving us time by streamlining the registration process. We realize this may minimize the person to person conversation around invitations, so we still encourage registration by phone or email. If you are not receiving Constant

Contact communications from the chapter and would like to take advantage of the service, please call or email Rick Camin to update or add your contact information.

This year we are teaming with our neighboring chapters in the East Bay and Central Coast. Both chapters are communicating with our amazingly dedicated Chapter Events Chairperson, James Walker. Our three chapters have the opportunity to work together on events such as the Garden Show, Giants Game, and educational opportunities. We are scheduling our own calendar of events to accommodate participation in other chapter events. In January, we sent a Constant Contact message to advertise several wonderful CLCA East Bay Chapter events, including the EcoLandscape Conference and Jim Huston Seminar. On a sadder note, we were also able to share condolences and a funeral notice for Michael 'Whitey' Whitener. We will miss you Whitey. Your smile and charm livened up our lives.

With everyone better informed between Bay Breeze newsletter releases and our adaptation to new technology, I am looking forward to spending more time with you face to face! Let's make this a fun year with many great times with wonderful people.

Update Your Company Profile on the State Website

You may be the best landscape contractor there ever was — but if no one can find you, they will never know. Through CLCA's Contractor Search at www.clca.org, potential clients will be able to find you quickly and easily. Please make sure your profile is updated. Look under Membership >> Update Member Information.



Tyler Gillette
PROJECT MANAGER
tyleg@pcseed.com
925.373.4417
Cell 925.581.2983
Fax 925.373.6855

SEED & SUPPLIES FOR
NORTHERN CALIFORNIA

515 HAWTHORNE PLAZA - LATHROP, CA 94550 - WWW.PCSEED.COM



ACE Hardware

2075 SO. NORFOLK STREET
SAN MATEO, CA 94403
www.baysidem.com
FAX (650) 349-1587
BUS. (650) 349-5141

GIULIO SIRAGUSA



(408) 266-1717
f (408) 264-1717

License #472305

J. Arnaz Tree Movers
1593 Koch Lane, San Jose, CA 95125
www.treemovingexperts.com



Horizon's Certified Water Manager Dinner Meeting Pumping Up Revenue from a Hole New Profit Center

By James Walker



Far left top: Rick Zinn of meeting sponsor Horizon provides information on controllers. Far left bottom: Larry Edgington and Rick Zinn from Horizon.

At left: Frank Niccoli and Peter Estournes explain CLCA's Water Manager Certification Program.



Nate Crosby, Jeffery Artz and James Walker.

Contractors flooded into Michael's at Shoreline February 16, to listen to CLCA's Water Manager Certification Program developers Frank Niccoli of the Village Gardener and Peter Estournes, Past State President and owner of Garden Works, promote the valuable introductory information on this potential new Profit Center for Contractors. With profits drying up for contractors, Jim Huston pointed out at our January dinner meeting, "after quality and professionalism, diversification

is the critical ingredient for contractor survival over the past 4 years." Diversification into new specialties will ensure future growth as the landscape industry moves forward. The money is not going to flow like wine anymore, so we need to get smarter, find new sources of revenue and master these landscape sub-fields.

Why become a Certified Water Manager? It's all about the money to be saved, and made, by all involved. Peter

spouted off that, "the contractor who commits to this program's development within their company just can not lose. The dollars could potentially pour in and add to the water manager's gross revenues." Look how everyone benefits:

- The client will save money over the years.
- Municipalities, forced by the state to reduce water usage, will achieve state mandated water reductions, thereby receiving state and federal funds. Simply put, No water reductions, No funds for the local governments.
- The contractor charges for the work performed and irrigation supplier's water-wise products flow out of their warehouses.

Of course, it's all sustainable as well! More water for farmers means more water available for our natural habitats!

CLCA's water manager program is a turn key system which gives us the tools to

Flagstone, Boulders, Wall Rock, Gravel, Pathway Finishes, Sand, Soil Mixes, Compost, Mulch, Interlocking Pavers, Red Mix Concrete

Delivery, rental trucks, pick up or direct shipping. Monday - Sunday 7 to 4, Sunday 8 to 4.

LYNGSO

LYNGSO GARDEN MATERIALS, INC.

www.lyngsogarden.com

650.364.1730

19 Seaport Boulevard, Redwood City, CA 94063



Frank Niccoli and Chris McNeary.

learn it, sell it and prove to clients with graphs etc. -- honest results. I am sold on the program's effectiveness. It's taken me 4 years to fully grasp the value, but as Frank Niccoli, our own state President-Elect said, "Some see the value immediately, others take more time."

Larry Edginton and Rick Zinn of Diamond Partner Horizon also shared torrents of information on the program in their own 20 minute power point presentation featuring the importance of smart controllers to the



Raffle basket winner Dee Wong (left).

water manager. Horizon is there to support us all. In fact, all our partners strongly support the program. Horizon will also sponsor the next step for new program registrants. On April 12, at Foothill College, there will be the first of several water manager certification trainings. Visit <http://CLCA.us/water> for information.

The water manager certification program is potentially a well of new revenue! Get it? Then dig it!!



Above: Vijaya's "weed" salad. Below: Vijaya cooking wild mustard greens.

Eat 'em and Reap!

By: Heidi K. Johnson

Eat 'em and reap is Deva Luna's declaration when confronted with weeds. For the Sustainable Brown Bag Lunch ("BBL") on Tuesday, February 7th, Deva helped Vijaya Gajjala of Hortus Design gather examples of weeds so Vijaya could demonstrate that not only are many weeds edible, they are also very nutritious – and delicious.

It was eye-opening! We have all heard that a weed is just "a plant out of place." We may even have heard that some weeds are edible. But I, for one, had never looked at weeds as a legitimate food source, until after that BBL. It shouldn't have come as a surprise – after all, this landscape sustained the Ohlone Indians long before there was a Safeway anywhere in the neighborhood.

Vijaya prepared a yummy, colorful salad as well as luscious cooked greens made entirely of these foraged edible weeds. Of course they were carefully identified, washed and previously unsprayed with any pesticides. You may not have enough weeds at your house (aren't you lucky!) for an entire meal, but adding even a few edible weeds and flowers to your salads and cooked dishes would give interest and a boost to your health. Consider too the



positive impact on the environment if we are eating rather than spraying our weeds. Don't let such a wonderful resource go to waste!

If you missed this BBL, watch for other upcoming opportunities on the first Tuesday of each month. Contact Vijaya Gajjala at 650-265-7596 if you have requests and/or suggestions for future topics and speakers.

Auxiliary Report

I am writing this report upon returning home from the first Auxiliary meeting of the year. What an action-packed dynamic meeting! It is abundantly clear how passionate and enthusiastic our membership is about CLCA, both locally and statewide, and the critical part the Auxiliary plays in its continued vitality and success.



Firstly, I'd like to welcome Vicky Wegman to the Auxiliary. We are so excited she's joined, and we look forward to her involvement for many years to come.

Chapter plans for 2012 were discussed and missing committee commitments were filled. The Auxiliary Potluck will take place on August 18, at the Gachina Residence in Los Altos. Thank you, Jackie and John, for opening your home for this very popular event. The Chapter Picnic will be held at Coyote Point again this year sometime in September, exact date yet to be determined. Those present at last year's Picnic enjoyed this venue and are looking forward to a return engagement. Michelle Ott was presented with her Chapter Auxiliary Member of the Year plaque as she was not present at Installation Night.

Alice Domine, as the Chapter delegate, gave a detailed synopsis of the 2011 Convention in Maui. Unfortunately, the

Auxiliary name change will need to be postponed as there wasn't a quorum at the meeting. There was discussion on increasing membership. Alice presented the check for LEAF in the amount of \$1745: \$672 for the Klaus Hertzner Memorial Fund and \$1073 for the SFBA Chapter Fund. The Knights of the Garter visited with chocolate covered macadamia nuts and Island scented soap.

Thanks to the generosity of all who attended the January Dinner Meeting, \$136 was raised for College Enrichment. Congratulations to Tyler Cole, who won the basket donated by Robin and Kevin Burns, and to Gerhardt Wegman and Stasia McGehee, who won the "Critical Analysis" book and audio book donated by speaker Jim Houston. Speaking of College Enrichment, the Auxiliary will be making two \$300 donations to Partners for Success to pay for Students' costs of attending Chapter functions.

I can't wait to see the wonderful things 2012 has in store for our Auxiliary. I truly think this year will be exciting and fun. I also look forward to welcoming more new members, so if you'd like to be part of this wild ride, please take a leap like Vicky Wegman did and join us! We'd love to welcome you to the family!

Mary Cohen • (408) 981-2955 Cell

PS. Please mark your calendar for the next Auxiliary Meeting on Wednesday, May 16. It will be a potluck dinner at my home beginning at 6 pm. Watch for more information in the coming



SFBA Chapter Events

March

- 6 CLCA-SFBA Sustainable Brown Bag Lunch. Check chapter website for details. Contact Heidi Johnson.
- 13 CLCA-East Bay: Make the Most of Marketing: Web Based Advertising and Social Media. 6:15 p.m. La Finestra Ristorante, 100 Lafayette Circle, Lafayette. RSVP: Laura Leuer 510-207-4350
- 21-25 San Francisco Flower and Garden Show, San Mateo.
- 22 Night at the San Francisco Flower

April

- & Garden Show, San Mateo. 7 pm.
- 29 Board Meeting. 5:00 p.m. Social, 6:00 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.

April

- 19 Dinner Meeting - Membership Night 6:00 p.m. TBD.
- 20 6 p.m. Entry deadline for SFBA Chapter Annual Awards.
- 26 Board Meeting. 5:00 p.m. Social, 6:00 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.

May

- 9-11 SFBA Chapter Annual Awards Judging. All day.
- 17 Dinner Meeting 6:00 p.m. TBD
- 24 Board Meeting. 5:00 p.m. Social, 6:00 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.



The Board Meets

By Erhard Wegman
The SFBA Chapter

board met January 26, at

Peninsula Building Materials, 2490
Charleston Rd., Mountain View. Meeting
Called to Order 5:45 p.m. by Nate Crosby,
chapter president.

Roll

Nate Crosby, John Vega, Gil Gonzalez,
Heidi K. Johnson, Lesley Peters, Girvin
Peters, Carlos Hernandez, James Walker,
Charlene Ott, Larry Scott, Christine
Hawkins, Rick Camin, Ginny Babbitt.

Introductions were made to guests:
Carlos Hernandez and Gil Gonzalez

New Business

Nate Crosby made an announcement
stating that starting in February 2012, the
board of directors meeting will take place
with the social at 5:00 p.m. and the meeting
beginning at a new start time of 6:00 p.m.

Nate Crosby presented the tentative
CLCA-SFBA event calendar for 2012. There
was a brief review of dates. The committees
agreed to update the calendar for the
chapter newsletter.

Nate Crosby updated the board
regarding the January 2012 Leadership
conference held on January 10, 2012. Also
mentioned was the cancellation of the
Summer Family Extravaganza for 2012.
Nate noted that the 2012 State Convention
will be held in San Diego, CA. Nate
announced that the Legislative Conference
will be a slightly different format. He will
update us as more information is available

regarding attendance.

Minutes

John Vega presented the December 2011
board meeting minutes. A motion to
approve the minutes was made by James
Walker. The motion was seconded by Larry
Scott. The motion passed.

Treasurer's Report

Larry Scott presented the December 2011
treasurers report. A motion to approve the
December report was made by Rick Camin.
Seconded by James Walker. The motion
passed.

Larry Scott presented the 2011 annual
treasurers report. There was an overage for
account number 5300 (State Meeting
Expense). James Walker made a motion to
approve the overages. The motion was
seconded by Rick Camin. The motion
passed.

There was an overage for account
number 5500 (Dinner Meetings Expense).
James Walker made a motion to approve
the overages as shown on the 2011 annual
treasurers report. The motion was seconded
by Rick Camin. The motion passed.

2012 Budget

Nate Crosby presented the 2012 budget.
There was a line item discussion. A motion
to approve the 2012 Budget was made by
James Walker. The motion was seconded by
Girvin Peters. The motion passed.

Bay Breeze

Christine Hawkins presented the 2012 bay
breeze schedule for article submittal. There
was discussion of the 2012 Bay Breeze
Newsletter and website.

Student Club

Ginny Babbitt reported on the student club
board progress to develop some club
events, including a designer forum for the
spring.

The Auxiliary

Lesley Peters presented on behalf of the
Auxiliary. She reported on the January
auxiliary meeting and provided upcoming
meeting dates.

Database

Rick Camin is working to refine the
chapter's Constant Contact and
membership database so that it is more up
to date.

Education

Heidi Johnson reported on the education
committee meeting schedule. The
committee is looking forward to some great
Brown Bag lunches each month.

Events

James Walker presented the schedule for
the February dinner meeting. He is looking
forward to some great events for the year.

San Francisco Flower & Garden Show

James Walker reported the event planning
coming along, and it will be a great show.

Meeting adjourned at 8:25 PM

Legal Contracts On-line

Legal contracts on-line allows you to "fill
in the blanks" online and print the
contract for a more professional look.
*Online Store>>Legal Forms (in pull down
menu)*

We're Your Source

John Deere Landscapes carries complete lines of irrigation, landscape
lighting, fertilizers, seed, tools, hardscapes, and more! With a
nationwide network of over 450 locations, our staff of knowledgeable
industry professionals can help you get the products you need, when
you need them. Call us today!

800-347-4272
www.JohnDeereLandscapes.com



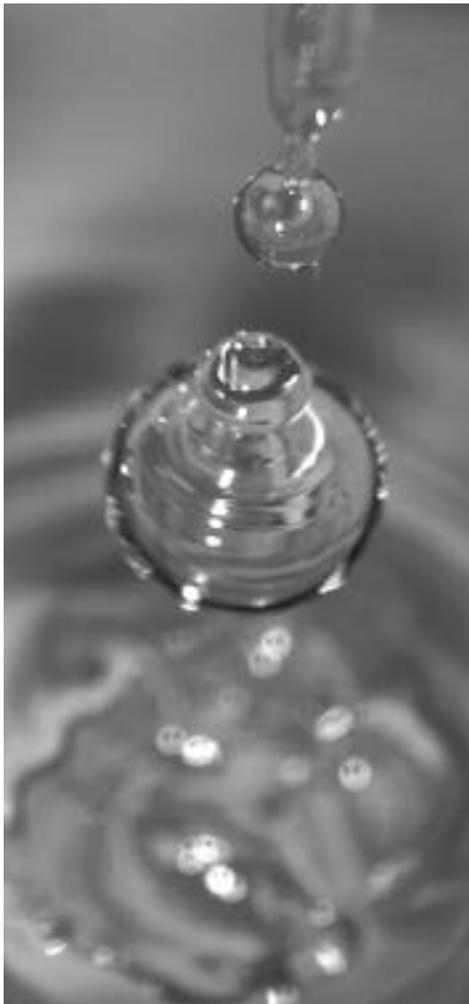
BUILD YOUR REPUTATION WITH THE BEST



Years of trouble-free performance
Easy to install or retrofit
Great customer service to help you succeed



NETAFIM™
WWW.NETAFIMUSA.COM



CLCA Expert Water Managers

Helping landscape contractors save money, reduce water and identify areas for improvement in efficiency.

By Lisa Kopochinski

“Ultimately, my job as a CLCA expert water manager is to help my clients maintain their landscaping by more efficiently distributing water,” says Daniel Montes, who is with San Jose, Calif.-based Reliable Concepts Corporation, a full service general contractor, specializing in all aspects of construction and facilities maintenance, including landscaping services.

“My role as a landscape contractor is to alleviate unnecessary costs wherever possible. In my experience, clients save the equivalent of two months of their landscaping costs on water alone, a significant savings they can apply to landscaping improvements.”

In this interview, Montes discussed the benefits received in consulting with a water manager and what services and results clients can and should expect.

Q: What kind of investment and advantages can one expect from consulting with a CLCA expert water manager?

A: You will be exposed to a variety of options to help optimize the performance of your irrigation system. Simply stated, the role of an experienced water manager is to save you money by saving water. Your investment in working with a CLCA expert water manager depends upon your current system’s efficiency. Savings—in relation to reduced water usage—is also dependent upon many factors including landscape characteristics such as grass versus flower beds, irrigation configuration and controller settings. A water manager is able to analyze all of these factors, develop a water budget and create a customized plan to develop water savings.

**Your installation.
Our parts.**

- 3 Bay Area growing grounds
- Order plant material online
- Convenient delivery to your site
- Serving landscape professionals
- Subscribe to our email Newsletter

 **Pacific Nurseries.**
www.pacificnurseries.com | 650.755.2330

think green use
**NATURAL
TURF**

Benefits of natural grass

- Controls Pollution
- Cools the Earth
- Reduces Global Warming
- Absorbs Carbon Dioxide & Produces Oxygen
- Acts as a Natural Filter

Water Saving Varieties Available!

**WEST COAST
TURF**

Stadium
Quality Sod
for Home and
Landscape

Greg Dunn,
Ryan Flaherty
209/394-4904
www.westcoastturf.com

Q: What services can a client expect from an expert water manager?

A: We can identify areas for improvement related to irrigation equipment as well as landscape renovation. We will map your landscape, create a water budget and track actual water usage giving you a snapshot anytime throughout the year. A CLCA expert water manager has a proven record of managing water usage to 80 percent of your allocated water budget. Personally, I chart meter readings against the allocated budget to show my customers how much water and money was saved each month.

Q: For those who manage commercial properties that were built in the 1980s, how can upgrading the current sprinkler systems save money?

A: The simple answer is innovation and efficiency. If we think back to the 1980s—from the cars we drove to the computers we used—products today are much more efficient than 30 years ago. Landscaping practices, specifically irrigation systems and use of native plants, have evolved.

Irrigation systems are now computerized and are much more complex. As a result, we are better able to analyze distribution, pinpointing areas of water waste and inefficiencies.

Whenever possible, I recommend to commercial property owners to regularly audit their irrigation systems to locate areas for improvement. A review of actual water expenditures from month-to-month and year-over-year provides important clues as to a system's efficiency. A CLCA expert water manager can help commercial property managers configure a new

sprinkler system based upon their landscaping needs as well as predict water usage and calculate future savings.

Q: What are the advantages of upgrading irrigation systems to "water-efficient" rotary sprinklers or drip irrigation?

A: Beyond the obvious water savings, the primary advantage of upgrading an irrigation system is control. By swapping out traditional spray heads with rotary sprinklers or a drip system, you can better manage the distribution of water to a specific landscape area. Rotary sprinklers or drip irrigation distribute water more efficiently and are, thus, less susceptible to water runoff or pooling in over-saturated areas.

Q: Can you suggest an immediate remedy for water conservation and cost savings?

A: Every property is different and therefore I would have a recommendation unique to its characteristics. With that said, I find that many properties would benefit from installing a smart irrigation controller as it can sense when to turn the system on or off depending upon certain conditions, such as rain and high temperature, for example.

Secondly, I recommend property owners look for areas where irrigation can be eliminated. For instance, identify sections where water isn't necessary by the current landscape characteristics. Telltale signs are water runoff, irrigating areas where no landscape or minimal landscape exists, and reducing the amount of water given to well-structured plants. Another remedy is to look where plants have died and not been replaced; sprayers may be over used or

under used in locations where the landscape has changed over time.

Q: What do you tell clients about the costs and savings involved?

A: An irrigation system and its operation should be customized based upon a property's budget and landscape needs. In order to effectively calculate costs and potential savings, I tell my clients to audit their water bills for an assessment of actual usage. Using this data, I can then provide a variety of options.

Q: Why should landscape contractors become CLCA certified water managers?

A: I believe that a landscape professional should be in tune with the latest technologies and developments in their industry. The pressure on limited resources, such as water, will continue to increase, especially as cities are looking to implement restrictions. With the rising cost of water to property owners, it is our responsibility, as contractors, to do our part. More clients are looking for sustainable and environmentally friendly practices. Contractors with the CLCA certified water manager designation—especially those at the expert level—will have a competitive advantage.

How to Obtain Certification

- Pass written test with score of at least 70%.
- Complete an irrigation audit (only participation is required and covered in workshop).
- Demonstrate water management proficiency for one year on actual landscape sites.

Visit www.clca.us/water.

WHERE QUALITY GROWS....



Todd Gerrow
(916) 216-2859
tgerrow@agsod.com

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

Growers of Quality Bluegrass, Fescue & Bermuda Sod

We have the widest selection of LED solutions for whatever design you have in mind.

Leading the industry in the most advanced LED technology, Vista offers a longer lasting solid-state design available in copper, brass, aluminum, stainless steel and composite enclosures to meet all your project needs.



VISTA PROFESSIONAL OUTDOOR LIGHTING
www.vistapro.com

Call 800-766-8478 for a FREE 12 Volt Series brochure that details everything.

Foothill Hort Club

By Ginny Babbitt,
Foothill College Hort
Club President
www.foothillhort.com



Have you ever thought that it couldn't get any better... then it does? Truly – the more I experience CLCA, the more I am impressed by the richness of the organization and community. While it is a privilege to represent Foothill, I have to be honest, it's quite an undertaking to capulate all that I learn for our student club. In February alone, I attended the Landscape Industry Show with its wealth of information and contacts and attended the Jim Huston talk on keeping the faith in trying times, sharing with students industry nuggets of wisdom.

The Hort Club students are so grateful for the ongoing sponsorship from Girvin Peters and thrilled with new sponsorships from EvLand LLC and the SFBA Auxiliary – thank you all so very much! In addition to sponsors, the students appreciate the involvement of members like Sam Whitney and Jeff Sheehan who spoke at a recent construction class and Lesley Peters who is joining a panel of past Foothill grads for our upcoming Designer Forum.

Our spring lineup of student events includes: the Designer Forum at 10 a.m. on February 28; David Leroy speaking on regionalism and sustainability in March (date to come); and Delta Blue Grass on March 28th. We have others in the works with details to be finalized. All events are

Memories of a Rock Star

The unexpected passing of Michael "Whitey" Whitener rippled through our community in late January. He was widely known and loved by his family and friends in the landscape industry. CLCA members Mark Takeda, Sam Whitney, and Charlene Ott shared some of their memories.

Mark Takeda of Devil Mountain Nursery remembers his friend as a unique man who worked hard and played harder. "If you ever met him, he made you feel like you were his best friend." He was a rock star and proved it every day, not only to his family but to his friends in the industry. At a Christmas party in 2006, Whitey invited all his vendors and customers to a bash in a Palo Alto hotel. His band played the venue. It was his unique way to say thank you. "That was all Whitey," says Mark.



Sam Whitney of Samscaping remembers his friend as always upbeat. "He liked to talk. He'd drive people crazy talking. That was just Whitey." He did not have a "slow speed" and was eager to participate in the CLCA. He was a strong supporter of the CLCA family as an Associate Member in 2006 and a Platinum Sponsor in 2009. He was the first Platinum Sponsor in 2012 and planned to sponsor an award.

Always positive, and a go-getter, Whitey nevertheless took time out for golfing with friends, catching a Giants game, or rocking out at a concert. Charlene Ott remembers golfing with Whitey. "My time with him makes me laugh. It was on the golf course when we were on the same team for a chapter tournament." She smiles as she remembers their "fun unforgettable afternoon." Whitey, you will be missed.

open and interactive to augment the students' education from the classroom to the industry in action.

We are grateful for the educational programs of the CLCA SFBA and APLD. And the spring tours are coming up and... and it just keeps getting better!

At right: Sam Whitney sharing his estimating expertise with Foothill construction class.



**GROWING GREEN
IN MORE DIRECTIONS!**

- **Biodegradable Netted Blends**
- **Six California Native Sod Blends**



Fred Hanker (888) 818-8873
www.deltabluegrass.com
HC-27-752734



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**

GIL GONZALEZ, Account Executive
(510) 928-7141 ggonzalez@lcsinc.com



1081 Somersby Way
Berkeley, CA 94513
(800) 678-8775 www.lcsinc.com
Member CLCA, MIA and IMLA
License # 0775906

Specialized insurance
coverage for members
of the Green Industry

Tools to protect and grow your business.



Trees love us.

Our extensive knowledge & experience help us give them everything they need to maintain their beauty, health, safety, and value.

Experience our dependability, responsiveness, and expertise, and you'll love us too.



888.969.8733



Arborwell
professional tree management

You know just about everything there is to know about growing green grass —
But could you use more tools and resources to grow your profits?

YOU NEED

The Horizon Business Builder Program.

Horizon's exclusive Business Builder Program provides you with the training events, marketing tools, reference materials and financing programs you need to help keep your bottom line green too.



**BUSINESS
BUILDER
PROGRAM**

Visit HorizonOnline.com to take advantage of the full suite of Business Builder Program tools.

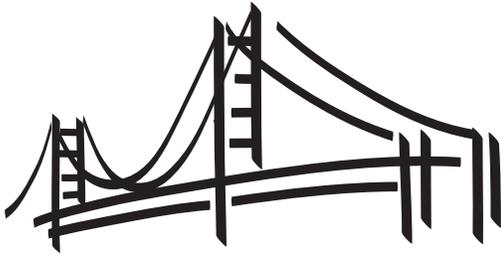
800.PVC.TURF | HorizonOnline.com

Irrigation | specialty | landscape | equipment

Your local Horizon stores:

Menlo Park 650.323.5161 | San Jose 408.287.7882

Horizon
The Edge You Need



FIRST CLASS
PRESORTED
PERMIT #234
PLACERVILLE, CA
95667

San Francisco Bay Area Chapter CLCA

California Landscape Contractors Association
San Francisco Bay Area Chapter
PO Box 2536
Placerville CA 95667

CHANGE SERVICE REQUESTED



THE REAL DEAL.
We're more than a product source, we're your business resource.

FIND US:
www.ewing1.com

TALK TO US:
800.343.9464

Check out our **earn** partner program and take advantage of money-saving offers!

IRRIGATION | TURF PRODUCTS | LANDSCAPE LIGHTING | EROSION CONTROL | WATER FEATURES | HARDSCAPE