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## Beautification Awards

June 24, 2011 • Water Conservation Garden



At left: David Telle, Mora and Harry Thompson.

At right:
Denise
Memory,
Sharon
May and
Janet
PozzuoliVallin.





At left: Neb and Susie Keaton and Larry Neuhoff.



Above: Tim, Chandra and Cheyenne Splinter.





Above: Steve Jacobs and Ernie Pyle accept the President's Award.

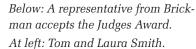
Middle right: Paul Tilley, Dan Hogan, Donald Brennan, Rob McGann and Dennis Jokerst.

Far right: John DeMaria and Tom McClure. At right: Mark and Nicolete Sterk.

Below: Harry Funk and Justin Cummings.
Below middle: Mark Van Milligan and
Loren Godes.

Below far right: Tom and Jackie Williams.









Above: Ciro Delgadillo (right) accepts the Sweepstakes Award.











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#### ON THE COVER:

LaJolla Country Day School by The Brickman Group, winner of the Judges Award at the 2011 CLCA San Diego Chapter Beautification Awards held on June 24 at the Water Conservation Garden.

The CLCA San Diego Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Please send all typewritten copy, black and white photos line art and ad materials to: Jerrie Beard & Associates, PO Box 7, Pollock Pines, CA 95726. Emailed submissions also welcome at isb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (800) 605-1701

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### ASSOCIATE MEMBER DIRECTOR

(916) 652-9530

### **San Diego Chapter Presidents**

Past chapter presidents of the San Diego chapter

2010 Diane Downey 2009 Sandra Grow 2008 Craig Mohns

2007 Loren Godes 2006 Harry Funk

2005 Mark Sterk

2004 Ken O'Haver Jerry Sebby 2003 Steve Jacobs

2001 Tom Heaviland 2000 Alan Stockton

1999 Pete Navarro

1998 Bill Schnetz 1997 John Mohns

1996 John Mohns 1995 Brian Maynard

Ron Heaviland Steven Smith

Lvnda Wightman Ciro Delgadillo

John Binkele 1989 Glenn Wilhite

1988 Jon Ewing 1987 Tom Ewing

1986 Thom Maxwell-Miller 1982 Gary Weems

1979 Gary Weems 1978 Joseph Kono

# (949) 413-6839

CALENDAR OF EVENTS

**ATTENTION:** Due to budget constraints and no shows at recent events, the CLCA San Diego Chapter has instituted a new policy regarding RSVPs for events as follows: If you RSVP for an event and are unable to attend and do not cancel vour reservation at least 24 hours prior to the event, you will be invoiced for the number of reservations made.

### **AUGUST 9 - TUESDAY**

San Diego General Chapter Meeting\*. El Torito,

16375 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m. meeting. \$5 donation for breakfast encouraged. All welcome.

### **AUGUST 26**

Application deadline, Landscape Industry Certified Test. Visit www.clca.org/clca/education/certification.php.

### **SEPTEMBER 13 - TUESDAY**

San Diego General Chapter Meeting\*. El Torito, 16375 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m. meeting. \$5 donation for breakfast encouraged. All welcome.

### **SEPTEMBER 16-18**

Fall Home and Garden Show, Del Mar Fairgrounds (www.fallhomegardenshow.com). CLCA San Diego Chapter will host a booth. Volunteers needed to meet with the public and promote hiring licensed landscape contractors and CLCA members. To volunteer, contact Jerrie Beard at jsb@beardassociates.com.

### **SEPTEMBER 29**

Native & Climate Appropriate Plant Material Roundtable – A Field Day Experience. 4:30 to 6:00 p.m. Water Wise Botanicals, 32183 Old Highway 395, Escondido, CA 92026. \$10 for Non Members and \$5 for Members – New Members free. Food will be served.

### **SEPTEMBER 30**

Landscape Industry Certified Technician Written Test. 2:00 pm -5:00 pm. American River College, Sacramento. Contact: Stephanie King at stephanieking@clca.org.

### **OCTOBER 1**

Landscape Industry Certified Test, American River College, Sacramento. Visit www.clca.org/clca/education/certification.php.

### **OCTOBER 5-7**

WaterSmart Innovations Conference, South Pointe Hotel and Conference Center, Las Vegas. www.watersmartinnovations.com

### **OCTOBER 11 - TUESDAY**

San Diego General Chapter Meeting\*. El Torito, 16375 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m. meeting. \$5 donation for breakfast encouraged. All welcome.

### **NOVEMBER 8 - TUESDAY**

San Diego General Chapter Meeting\*. El Torito, 16375 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m.

\*San Diego General Chapter Meeting - Formerly the monthly board meeting. This meeting is open to all members to discuss, plan and implement chapter policy, events and activities.

## **Thank You to Our 2011 Sponsors!**

### **PLATINUM SPONSORS**

Recognition in The Offshoot and at all chapter events during 2011. Foursome at the Golf Tournament; two complimentary tickets to: Kick-Off Dinner, Beautification Awards Ceremony, four tickets to the Holiday Dinner; and a plaque sponsorship for the Beautification Awards.



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Recognition in The Offshoot and at all chapter events during 2011. Two complimentary tickets to: Beautification Awards Ceremony, one complimentary ticket to the Kick-Off Dinner and Holiday Dinner; and a plaque sponsorship for the Beautification Awards.









### **EMERALD SPONSORS**

Recognition in The Offshoot and at all chapter events during 2011. Two complimentary tickets to: Kick-Off Dinner and Holiday Dinner.

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### **RUBY SPONSORS**

Recognition in The Offshoot and at all chapter events during 2011. Two complimentary tickets to: Kick-Off Dinner.

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CLCA San Diego Chapter • August 2011

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Steven Smith Landscape



Jeffrey Tobias of Landscape by Jeffrey (far right) gave SFX participants a tour of his award winning Day Creek Ranch project.

## **Something for Everyone at SFX**

By Jerrie Beard, Beard & Associates, Offshoot Editor

California Landscape Contractors
Association (CLCA) members from all
over the state converged in Oxnard on
July 13-16 for the annual Summer Family
Extravaganza. Many arrived from the hot
interior areas of the state hoping for cooler
temperatures. They were not disappointed.
Coastal cloudiness and a brisk breeze off
the ocean kept all but the hardy (or very
young) out of the pool and off the beach.

The event began on Wednesday morning with an executive board meeting followed by the Chapter Presidents
Council meeting in the afternoon. Both groups were apprised of the progress of the association's marketing/branding campaign which is in the initial research and planning stages. Mustang Marketing, an outside marketing firm, has conducted research to develop a road map to direct the association in branding itself. Results from this research will be used to develop a tag line and elevator speech to brand CLCA to its members and to the general.

Hugs and handshakes abounded as members from around the state began to arrive, and the group turned out poolside for a Welcome Reception hosted by CLCA. The Channel Islands Chapter hosted a continuation of this reception at the canalside home of Tom Lucas of Performance Nursery. Participants enjoyed cocktails, snacks and boat tours around the inland waterways of Oxnard under an almost full

moon.

No CLCA event is complete without a golf tournament. Members were off early on Thursday morning to maintain this tradition at River Ridge Golf Club. The foursome of Bob Wade, Terry Muhlmann, Kim Ayala and David Bloodgood took top honors for the day. While the big kids were out golfing, the wee ones were enjoying a round of mini golf and family fun at Golf N' Stuff. Thank you to the Women's Auxiliary for keeping everyone entertained.

The afternoon found events director Mike Hertzer and Valley Crest legend Bert Sperber engaged in an armchair chat with 50 or so CLCA members. Guided by questions emailed in prior to the event, Mr. Sperber shared the wisdom of his 62 years in the

industry. He
outlined how the
industry has
grown and

At right: Producer Heather Louise Parker, filmmaker Thea Mercouffer, LA River Kayaker George Wolfe, and from CLCA Bob Wade, Chuck Carr, and Frank Niccoli. changed and also some of the innovations in equipment and irrigation that were spearheaded by Valley Crest over the years.

Mr. Sperber advised companies to grow slowly, noting that Valley Crest has never grown more than 15% in any year. When asked how the company has survived other economic downturns, he said that a company needs to live within its means; if the company earnings drop, the company needs to make adjustments to live within that income, and not take on debt it can't afford to pay back. He also advised more education and training at all levels - from field workers to executives - to make the business run more efficiently and competitively.

Valley Crest's growth over the years has been largely by acquisition. When asked what he looks for when purchasing a company, he noted three things: people in the company, quality of work and whether the company has happy customers.

With heads full of such sage wisdom, everyone headed to the softball field next to the hotel for the annual North vs. South softball game. Led out by pitchers Nelson Colvin from the south and John David from the north, the teams went head to head for the annual bragging rights... with the north pulling out yet another win over the south. Tasty street tacos awaited the ravished players after the game. Thank you to Kym Dreher from state for bringing in the taco truck. It was great!

On Friday morning, members boarded a school bus for the ride to Day Creek Ranch, winner of several state awards, for a site tour. Designed, installed and maintained by Landscapes by Jeffrey, from the Channel Islands Chapter, the 250 acre ranch includes a horse track, a 50 stall horse stable, two homes, volcanic stone bridges and walls, an avocado orchard, vernal pond, small lake, and acres of tree lined roads. Jeff Tobias, owner of Landscapes by Jeffrey, personally led the tour explaining the challenges presented at each stage of the project and how it all came together. Some of these included:

- •The hillsides in that area are volcanic in nature, creating special challenges in planting.
- •All the rock used to create bridges and walls is from the site.
- •Special permits were required to develop the avocado orchard, which sits on a hillside, to ensure that no erosion occurred. All roadways are at 1% grade, and all runoff is diverted to an onsite vernal pool.
- •The inside track of the racetrack required special drainage and composition to accommodate the special training of the horses at the ranch.

Thank you to Jeff for the informative tour.

After the site tour, participants gained insight into the workings of the "Labor Board" from Eric Rood, Assistant Chief from the California Division of Labor Standards Enforcement (DLSE). Eric outlined the various agencies under the Department of Industrial Relations and their functions, including the Labor Commissioner's Office. He noted that California's estimated underground economy is around \$90 to \$100 billion and that companies such as yours are the eyes and ears of the "labor board". He



from Kern County.

Below: San Diego board member Tim Splinter and North Valley president Leslie Corsbie work on their tower.

At left: New San Diego

Chapter member David

Intelligent Technology

works with Wayne and

Stacy Cox and Jerry Koop

Miceli of Ecolink

noted that DLSE is working in conjunction with other state and federal agencies to crack down on the underground economy. For companies striving to stay within the law, he recommended good record keeping, especially of time cards, documenting all rules and requirements in an employee handbook, and calling the DLSE with questions. If you're in an area where it's hard to get through via phone, he suggested calling an office in an outlying area, such as Redding. The enforcement manual as well as workplace postings can be found and printed from www.dir.ca.gov. To report activity in the underground economy, call the labor commissioner as soon as possible. In most cases, they need to work quickly to catch suspected

Following Mr. Rood's enlightening presentation, CLCA State President Bob Wade welcomed members to a recognition luncheon where life members, new members, past presidents and other association dignitaries were thanked for their many contributions. A team building exercise involving marshmallows, toothpicks, bamboo skewers, and an egg completed the afternoon activities. The

offenders before they move to another site.

object was to build a structure capable of supporting the egg using the materials at hand.

The most successful team constructed a two

At left: CLCA Director of Communications Chuck Carr goes over the state's branding campaign at the General Membership Meeting.



story tower reminiscent of the Eiffel
Tower and sturdy enough to support the
egg. Marshmallow mayhem ensued...
fortunately, the eggs were hard boiled.
In the evening, members and guests

In the evening, members and guests climbed aboard a bus bound for the Ventura Harbor and a lively scavenger hunt, auction and dinner. The Women's Auxiliary raised over \$1500 from the evening to help fund scholarships. Rick Camin from the San Francisco Bay Area chapter had the honor of Knight of the Garter bestowed upon him at the event.

On Saturday morning, Heather Louise
Parker, Thea Mercouffer, and George
Wolfe presented a rough cut of their
documentary "Rock the Boat." The film,
sponsored and co-produced by CLCA,
documents the controversial tale of a
group's 51-mile boating expedition down
the cemented canals known as the Los
Angeles River. In July 2010, the federal
Environmental Protection Agency
declared the Los Angels River a navigable
river, making it eligible for federal
protection and funding under the Clean
Water Act. The film's underlying message
(continued on page 14)



### **Looking Back on Recent Successes**

Sharon May, Agri-Service Inc., CLCA San Diego Chapter President

Keeping a business running smoothly requires keeping a keen eye on the road ahead as well as on the details of the here and now. That often means that there isn't an extra moment to look back and enjoy recent accomplishments and successes. The CLCA Beautification Awards, held at the Water Conservation Garden June 24, provided that opportunity as San Diego's best landscape projects were submitted for this year's competition. Heartfelt thanks to the Committee for their labor of love and countless hours dedicated to providing our members with the opportunity to compete for the prestigious Beautification Awards.

By entering the Beautification Awards, CLCA Members encourage their team to surpass previous efforts and have the opportunity to win an award that is important for promoting their businesses. The CLCA has an extensive Public Relations program, designed by Amy

Conrad of Conrad Public Relations, to publicize

this quality work and to promote the importance of hiring a licensed landscape contractor. Articles have already begun appearing in the local press. Watch for other articles to appear over the next several months. This year we had 105 entries (an increase of 24%). Photos of the winning projects will be posted on the new CLCA San Diego Chapter website (www.clcasandiego.org) as rotating images in the upper left corner of the home page.

Jerrie Beard, will provide many new benefits for our members. More intuitive navigation will make it easier to find the information you are looking for and a new section designed for consumers, located in the upper right, will help the consumer understand why and how to hire a licensed contractor as well as providing an easy way to search for CLCA member

The new website, ably designed by

contractors. An additional new feature is the Product of the Month. Vendors will be able to purchase website space to highlight products of interest to our members, link to more information and their company website.

In keeping with our efforts to bring our members new information of current interest to the industry, Janet Pozzuoli-Vallin, our new Vice President of Membership, recently teamed with Fabian Moni, Vice President of Education, to present a seminar on Edible Landscapes, one of the only segments of our industry with an impressive growth rate. Nan Sterman, noted local author and speaker, addressed a standing room only crowd and highlighted tips, tricks, and favorite varieties to use in the Edible Landscape. Thank you for a job well done!

Despite the recent resignation of our beloved and respected President, Diane Downey, it is reassuring to know that CLCA's dedicated members continue to rise to the occasion and bring our organization new triumphs and achievements!

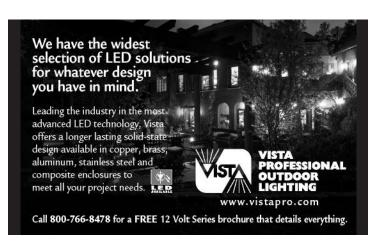
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### **CLCA San Diego Chapter Member Standings**

Congratulations to these members who reached membership milestones in August.

### 21 Year Members

John Wingate, Wingate & Co., Inc.

### 17 Year Members

Daryl Guthridge, Coastal Breeze Landscape

### 16 Year Members

Juan Banales, Landsmith Landscape Const.

### 15 Year Members

Loren Godes, Hydro-Scape Products Inc.

### 13 Year Members

James Colt, Old World Landscape

### 12 Year Members

Karl Keller, Palm Nursery Inc.

### 11 Year Members

Daryl Stock, Hybrid Landscape Maint. Cindy Benoit, Benoit Exterior Design

### 10 Year Members

Debbie Mulligan, Carlsbad LS Const. Inc.

### 8 Year Members

Gary DeHart, DeHart Backflow David Hartman, Easty-Turf Inc. Donnie Dabbs, Briggs Tree Co., Inc.

### 7 Year Members

Michael Preston, Horn Preston Landscape

### 7 Year Members

Flavio Velez, LandGraphics

### 6 Year Members

John Mueller, Mueller Landscape Inc.

### 5 Year Members

Cindy Damm, Pardee Tree Nursery Ed Cristibol, DIG Corporation Steve Serrano, KRC Rock Inc. Linda Fox, Glorious Gardens

### **4 Year Members**

Brian Cole, AM-Sod Inc.

### **3 Year Members**

Gloria Ferrel, Lupe's Gardening Maint. Steve Abruzzo, Martinez Farms

### 2 Year Members

Jeremy Rappoport, Landscape Hort. Srvcs. Judy Vanderheide, Student

### 1 Year Members

Ruppert Jones, The Boon Group Megan Fairleigh, Mira Costa College Robert Oldfield, Landscape One Co. Santiago Robe Gomez, Park Land Care Sean Sims, GTI Fertigation/Greens & Things

### **Chapter Members!** • Dindar Nasim, GreenYard Works 310 S. Twin Oaks Valley Rd.

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- David Miceli Ecolink Intelligent Technology 2055 Corte Del Nogal, Carlsbad (760) 431-8804
- · Kim Wiley Wiley Group Landscape Architecture 227 Westdale Ct., El Cajon (619) 244-5132

Send a brief bio and description of your firm to jsb@beardassociates.com to be included in a future issue. of the Offshoot.



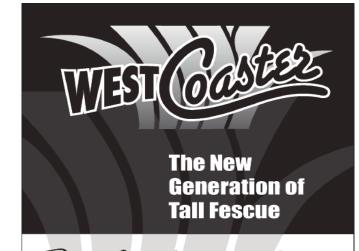
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### **CLCA San Diego**



Congratulations and Thank You to the following CLCA San Diego Members for their continued support for over 20 years. Special thanks to our Life Members for at least 25 Years of Continuous Membership (bolded)

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Am-Sod, Inc.
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Ewing Irrigation Products
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Hunter Industries

Hydro-Plant Inc. Hydro-Scape Products Inc. Kimo's Landscaping Inc. Kono Landscaping KRC Rock Inc.

Landscape Progressions Inc.

S. George, Landscapes West Lanskers Landscape Design

### Alfred Lehmann

H.D. Lehmann Inc.

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New Way LS & Tree Srvc.

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Palmatier Custom Landscape

Shasta Landscaping Inc.

Southland Sod Farms
Southwestern College
Steven Smith Landscape Inc.

Village Nurseries • V.I.T. Products Inc.

Yasuda Tree Nursery Western Tree Service

### Gary Weems • Keith Wilhite

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## Home & Garden Show Volunteers Needed

The Annual Fall Home and Garden Show at the Del Mar Fairgrounds is scheduled for September 16-18. Each year, the San Diego chapter of the CLCA hosts a booth in the Meet the Experts section of the show. Volunteers are needed to man the booth for 2 to 3 hours shifts, meet the public, answer questions and extoll the virtures of hiring licensed landscape contractors and CLCA members in particular. As a volunteer and exhibitor at the show, you will receive free admission. To volunteer, contact Jerrie Beard at (800) 605-1701 or jsb@beardassociates.com.

The Fall Home/Garden Show is produced by Lawrence Bame of Westward Expos in San Diego. Visit: www.sandiegohomegardenshows.com for more information.

### Water Education Foundation Hosts San Diego Water Tour

The San Diego Water Tour on September 8-9, will focus on innovative regional water projects to increase reliability, strengthen local supplies and reduce reliance on Delta water.

This will be a unique opportunity to learn the strategies San Diego County water agencies have implemented to diversify local and imported water supplies. Participants will see firsthand new facilities that connect the systems to increase operational flexibility and will hear from the experts about the new initiatives to promote water use efficiency, utilize desalination, employ innovative water treatment and maintain environmental stewardship.

Registration is \$450 per person, single occupancy room or \$375 each for two people sharing a room.

Learn more or register online at www.watereducation.org/toursdetail.asp?id=1981&parentID=821.

# John Deere Landscapes New CLCA Water Management Certification Program Partner The California Landscape Contractors Landscapes a division of Deere is proud

The California Landscape Contractors Association (CLCA) welcomes John Deere Landscapes as a new Water Management Certification Program Partner. CLCA's Water Management Certification Program helps green industry professionals meet the need to reduce landscape water usage by meeting a water budget. This program is unique because participants not only take a written test, they are also required to manage at least one property to a water budget for one year to achieve certification and to submit an irrigation system audit. Participants are then required to continue to maintain a property to a water budget to continue their certification. CLCA's Water Management Certification carries the WaterSense Label from the U.S. Environmental Protection Agency and is also approved for continuing education units by PLANET and the Landscape **Architecture Continuing Education** 

"Water availability is a challenge that impacts us all, and John Deere

Landscapes, a division of Deere, is proud to become a partner to such an important program not only to California but to this industry as well," said CEO Samuel Allen.

John Deere Landscapes is the nation's leading supplier of wholesale irrigation, landscape lighting, nursery, and turf and maintenance supplies for green industry contractors. John Deere Landscapes also offers additional services that support the core businesses of green industry contractors. For more information about John Deere Landscapes, please visit www.johndeerelandscapes.com.

Launched in 2006, WaterSense is an EPA-sponsored partnership program that seeks to protect the future of our nation's water supply by promoting water efficiency and enhancing the market for water-efficient products, programs, and practices.

For more information on CLCA's Water Management Certification Program, contact David Silva at 916-830-2780 or davidsilva@clca.org.



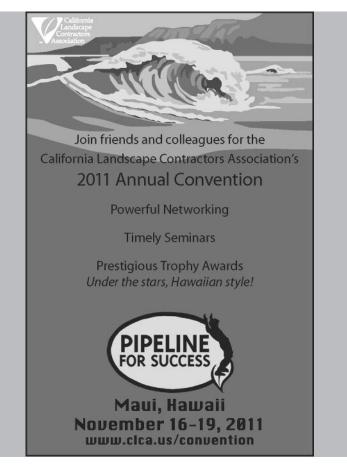


Mike Dunn, Sr. Account Executive (877) 750-5247 mdunn@lcisinc.com

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# **CLCA Becomes WaterSmart Innovations Conference Partner**

The California Landscape Contractors
Association (CLCA) announced it has
become a new Partner for the WaterSmart
Innovations Conference and Exhibition in
Las Vegas. The WaterSmart Innovations
Conference and Exposition is the largest
urban-water efficiency conference of its
kind in the world. Presented by the
Southern Nevada Water Authority and
numerous forward-thinking organizations,
the 4th annual Conference will be held
October 5-7, 2011, at the South Point
Hotel and Conference Center in Las
Vegas.

This year's event features journalist Charles Fishman, author of *The Big Thirst: The Secret Life and Turbulent Future of Water* as the keynote speaker and also includes the U.S. Environmental Protection Agency's Annual WaterSense Partner of the Year Awards. Launched in 2006, WaterSense is an EPA-sponsored partnership program that seeks to protect the future of our nation's water supply by

promoting water efficiency and enhancing the market for water-efficient products, programs, and practices.

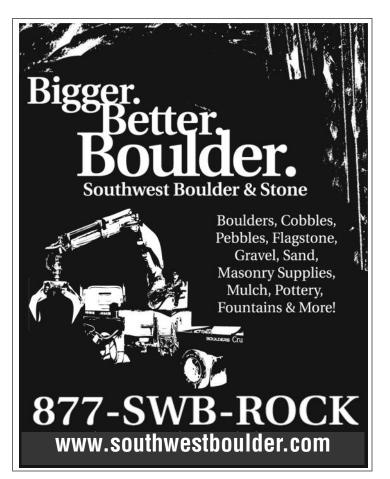
The WaterSmart Innovations
Conference features speakers from around
the globe, who share their first hand
experiences in water efficient programs,
policies and practices. CLCA member
Peter Estournes, of Gardenworks Inc. in
Healdsburg, California, a CLCA Certified
Expert Water Manager, will be presenting
a session entitled, "Benefits of Water
Budgeting and Why It is an Efficient
Method of Reducing Outdoor Water
Usage."

California's updated Model Water
Efficient Landscape Ordinance requires
increased landscape water conservation
throughout the state and CLCA's Water
Management Certification Program helps
green industry professionals meet the
need to reduce landscape water usage by
meeting a water budget. Participants not
only take a written test, they are also

required to manage at least one property to a water budget for one year to achieve certification and to submit an irrigation system audit. Participants are then required to continue to maintain a property to a water budget to continue their certification.

The WaterSmart Innovations
Conference will also feature an expo
where participants can see and learn
about the latest in water efficiency
products and services. For more
information or to become an exhibitor, go
to www.watersmartinnovations.com.

CLCA's Water Management
Certification program was a 2010
recipient of a Silicon Valley Water
Conservation Award under the education
category and has been approved for
continuing education units through
PLANET and the Landscape Architecture
Continuing Education System. The
Program would not be possible without
the strong support of Ewing Irrigation
Products, Toro Company, Hunter
Industries and Horizon Irrigation. For
more information, contact David Silva at
916-830-2780 or davidsilva@clca.org.







### **Why You Can't Ignore Social Media**

By Jerrie Beard, Beard & Associates, Offshoot Editor

A recent article in USA Today entitled, "Social media find place in classroom" tells of how educators are integrating social media into their classrooms and encouraging students to research, write, edit, perform and publish work online.

Last year, a study by the Pew Research Center found that upward of 58% of Americans report that they perform online research concerning the products and services they are considering purchasing. As the younger generations come of age, that number will no doubt increase.

You have no doubt heard about Search Engine Optimization (SEO), the tweaks made to a website to raise its rankings in the search engines. Search Engines are now using your social connectedness as another way determine the ranking of your site. The more your site appears in the social realm, the better your ranking.

We can no longer ignore the fact that the internet and social media are how people connect, communicate and research the companies they will do

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business with. To reach this market, you need to be plugged in and digitally savvy.

Having a social presence doesn't need to be time consuming task. Your minimal social presense should include: Facebook Business Page, Twitter, Linkedin, Yelp, Google Places and a YouTube channel.

"YouTube? Isn't that video? Why do I need that?" A new report by Allot Communications, a network management vendor, shows that having a video presence is becoming more important:

- Video streaming now makes up 39 percent of all mobile traffic.
- •YouTube was 22 percent of all mobile bandwidth in the first half of 2011.
- •YouTube accounts for 52 percent of global video streaming.
- Video streaming grew 93 percent in the first half of 2011.

And, an app just became available that makes facebook videos interactive... another reason to add video to the mix.

To begin, delegate the social media task to someone in your company. The time

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alloted to monitor your social presence need only be 15-20 minutes a day, just enough time to tweet or retweet something, post a status update to Facebook and check activity on Facebook. As the business owner, you should monitor Linkedin as this is more of a personal business card for you.

Have your new "social media specialist" set up the accounts. To set up the 6 mentioned will probably take the better part of a day, or spread it.

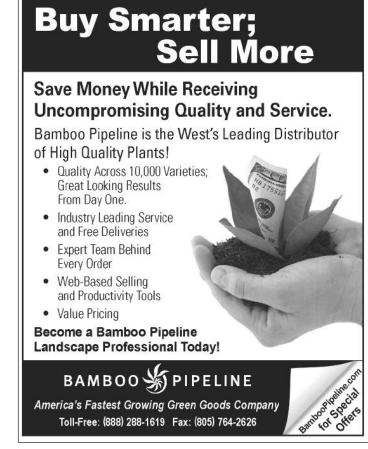
Next, determine daily, weekly and monthly task schedules and goals for each media. Daily might include following others in your field, weekly could be adding 15 new followers each week.

Facebook should include weekly, monthly and quartlely marketing campaigns based on fan and customer feedback.

Social media need to be monitored on a regular basis, which means posting status updates on a regular basis. If managed on a daily basis, the time commitment is minimal, while the returns will, over time (6-12 months), increase. Jerrie Beard is a communications and web designer, copywriter, and CLCA member. Contact her at jsb@beardassociates.com.



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Water Act. The film's underlying message is one of revitalizing and sustaining rivers in urban areas throughout the country and the world.

Closing the SFX was CLCA's General Membership meeting. State President Bob Wade noted the many accomplishments of the association this year including:

- •Sponsorship of the WaterSmart Conference in Las Vegas
- •Successful removal of landscaping from AB350
- •Sponsorship of the 4H water conservation program
- The Red to Black to Green Program
- •Development of educational videos
- •Revamping of the state website
- •The association's branding program Ted Sandrowski, CLCA State Treasurer, presented the treasurer's report noting that the association is more fiscally sound than anticipated and that reserves are being replenished.

Director of Communications, Chuck Carr, presented updates on CLCA's new marketing/branding campaign. Preliminary research by Mustang Marketing shows that CLCA needs to shore up its membership, create

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enthusiasm within the ranks and establish value in membership. Once there is pride in membership, members can create a buzz through grassroots efforts such as displaying the CLCA logo on business cards, trucks and other marketing materials. Mustang will also be developing a tagline and elevator speech that members can use to distinguish themselves as CLCA members to clients and business associates.

Chuck also went over the new state website which is scheduled to begin beta testing on August 1. The new site will incorporate new technologies now available, be easier to navigate, and provide more eye candy and useful information for the consumer. A new calendar will be incorporated that will include all chapter events and be updatable by each chapter.

Bob Wade then announced candidates for the 2012 board as follows: Director of Education: Steve Jacobs Director of Legislation: Sandra Grow Dir. of Resource Management: Tom Noonan

President Elect: Frank Niccoli President: Eric Watanabe

Members will vote on the 2012 slate of officers at the Annual Convention in November. Absentee ballots are also available from state for those not planning to attend the convention.

Wendy Emeterio announced that LEAF recently awarded \$32,800 in scholarships to 17 students. Scholarships ranged from \$500 to \$4,000. LEAF has awarded \$417,275 in scholarships since 1977.

As the meeting was adjourned, many more handshakes and hugs were shared as members parted anticipating their reunion at the Annual Convention in Hawaii November 16-19. For more information on the convention, visit clca.us/convention.

# FACEBOOK San Diego Style!

The San Diego Chapter of the CLCA now has a Facebook Business Page at www.facebook.com/pages/San-Diego-Chapter-California-Landscape-Contractors-Association/



At right: Speaker Nan Sterman of Plant Soup, Inc.







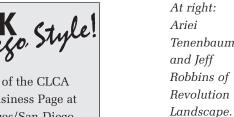
Below: The ladies from Mira Costa College Hort. Department: Megan, Katie & Monica.



At left: Monica Ensign from Mira Costa College.

Below: Nan Sterman and Craig Patrick from Blue Watchdog.





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