



AUGUST 2011

# Offshoot

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION San Diego Chapter



*Some of the judges of the 2011 San Diego Chapter Beautification Awards: Jim Kuhlken, Kurt Carlson, Renee Carlson and Jim Neri.*

## 2011 Beautification Awards Program


Photos from the event inside.

PRSRRT STD  
US POSTAGE  
PAID  
SAN DIEGO, CA  
PERMIT #2223

CHANGE SERVICE REQUESTED

OFFSHOOT  
PO Box 2536  
Placerville, CA 95667

**ONE QUICK AND EASY INSTALL AND I MAKE ORDER OUT OF CHAOS**



Tom Campbell  
waterscout.com

**Go from chaos to control with HermitCrab from ET Water.**

The revolutionary HermitCrab plugs into the remote port on most conventional controllers, wirelessly connecting them to an easy-to-use web service that adjusts watering automatically based on weather conditions. Which means now you can manage controllers from a computer and smartphone, save labor and truck rolls, and get great watering reports. HermitCrab saves time, water, and money for your customers. That's why pros like Tom use it. And that's why you should see for yourself.

Learn more at [etwater.com/hermitcrab](http://etwater.com/hermitcrab) or call 800.438.3400 today.



# 2011 Beautification Awards

June 24, 2011 • Water Conservation Garden



At left: David Telle, Mora and Harry Thompson.



At right: Denise Memory, Sharon May and Janet Pozzuoli-Vallin.



At left: Neb and Susie Keaton and Larry Neuhoff.



Above: Tim, Chandra and Cheyenne Splinter.



Below: A representative from Brickman accepts the Judges Award. At left: Tom and Laura Smith.



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



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 Nicolette Sterk.

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



## 2011 San Diego Chapter Officers

### CHAIRMAN OF THE BOARD

**SANDRA GROW** (858) 279-7661  
Mark Schroeder & Co., Inc. Fax (858) 279-1304  
sandra@schroco.com

### PRESIDENT

**SHARON MAY** (760) 275-9830  
Agri Service Inc. Fax (858) 592-9999  
smay@agriserviceinc.com

### PRESIDENT ELECT

**OPEN POSITION**

### VICE PRESIDENTS

**ALAN PARKMAN** 888-619-6190  
GreenLife Studios Fax 888-619-6190  
aparkman@greenlifestudios.com

**FABIAN MONI** (949) 903-1469  
...and Moni Fax (949) 854-4641  
fabian@andmoni.com

**CRAIG MOHNS** (858) 513-7190  
Benchmark Landscape Fax (858) 513-7191  
craigm@benchmarklandscape.com

**JANET POZZUOLI-VALLIN** (858) 487-8639  
Belle Terre Landscapes Fax (858) 487-0689  
belleterr01@aol.com

### TREASURER

**JOY FRONTE** (951) 634-4860  
AG Sod Fax (951) 226-7391  
jfronte@agsod.com

### SECRETARY

**JERRIE BEARD** (530) 621-1701  
Beard & Associates Fax (530) 621-2043  
info@beardassociates.com

### AM VICE CHAIRMEN

**BOB ORCUTT** (760) 757-1780  
Orco Block Company Fax (760) 757-9854  
bob.orcutt@orco.com

**LOREN GODES** (858) 522-1175  
Hydro-Scape Products  
loren.godes@hydroscapes.com

## CLCA 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

### 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 jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (800) 605-1701.

## 2011 CLCA State Executive Board

### PRESIDENT

Robert Wade (949) 413-6839

### PRESIDENT ELECT

Eric Watanabe (818) 831-1390

### IMMEDIATE PAST PRESIDENT

Bill Schnetz (760) 591-3453

### SECRETARY/TREASURER

Ted Sandrowski (530) 345-6101

### DIRECTOR OF COMMUNICATIONS

Chuck Carr (818) 300-0176

### DIRECTOR OF CHAPTER SERVICES

Kevin Fairchild (714) 541-1000

### DIRECTOR OF EVENTS

Michael Hertzler (800) 761-9191

### DIRECTOR OF LEGISLATION

Shari Collins (805) 552-9457

### DIRECTOR OF EDUCATION

Steve Jacobs CLP, CLT (760) 945-4321

### DIRECTOR OF MEMBERSHIP

Javier Lesaca (661) 836-0229

### DIR. OF RESOURCE MANAGEMENT

Frank Niccoli (650) 592-9440

### CO-DIRECTOR CHAPTER PRES.

**COUNCIL SOUTH**

Kevin Fairchild (714) 541-1000

### CO-DIRECTOR CHAPTER PRES.

**COUNCIL NORTH**

Michael Mitchell (916) 501-5393

### ASSOCIATE MEMBER DIRECTOR

Tom Noonan (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
2003	Jerry Sebby
2002	Steve Jacobs
2001	Tom Heaviland
2000	Alan Stockton
1999	Pete Navarro
1998	Bill Schnetz
1997	John Mohns
1996	John Mohns
1995	Brian Maynard
1994	Ron Heaviland
1993	Steven Smith
1992	Lynda Wightman
1991	Ciro Delgadillo
1990	John Binkle
1989	Glenn Wilhite
1988	Jon Ewing
1987	Tom Ewing
1986	Thom Maxwell-Miller
1982	Gary Weems
1979	Gary Weems
1978	Joseph Kono



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 your 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](http://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](http://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](mailto: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](mailto:stephanieking@clca.org).

### OCTOBER 1

Landscape Industry Certified Test, American River College, Sacramento. Visit [www.clca.org/clca/education/certification.php](http://www.clca.org/clca/education/certification.php).

### OCTOBER 5-7

WaterSmart Innovations Conference, South Pointe Hotel and Conference Center, Las Vegas. [www.watersmartinnovations.com](http://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.



[www.dmcolorexpress.net](http://www.dmcolorexpress.net)



[www.fxl.com](http://www.fxl.com)



[www.hunterindustries.com](http://www.hunterindustries.com)



[www.swbrock.com](http://www.swbrock.com)

## Agri Service

mulch • soil amendments • compost  
building healthy soils™  
[www.agrismerviceinc.com](http://www.agrismerviceinc.com)



[www.ewing1.com](http://www.ewing1.com)



[www.rainbird.com](http://www.rainbird.com)



[www.hawthornecat.com](http://www.hawthornecat.com)



[www.simplot.com/turf/partners](http://www.simplot.com/turf/partners)



[www.bobcatsouthwest.com](http://www.bobcatsouthwest.com)



[www.horizononline.com](http://www.horizononline.com)



[www.imperialsprinklersupply.com](http://www.imperialsprinklersupply.com)

## GOLD SPONSORS

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



[www.hydroscapeproducts.com](http://www.hydroscapeproducts.com)



[www.amsod.com](http://www.amsod.com)



[www.miramarnurseries.com](http://www.miramarnurseries.com)



[www.kelloggarden.com](http://www.kelloggarden.com)



ASLA SAN DIEGO CHAPTER

[www.asla-sandiego.org](http://www.asla-sandiego.org)

## DIAMOND SPONSORS

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.



Natural Stone & Boulder  
[www.krcrock.com](http://www.krcrock.com)



[www.sod.com](http://www.sod.com)



[www.lcisinc.com](http://www.lcisinc.com)



[www.tplandscape.com](http://www.tplandscape.com)

## EMERALD SPONSORS

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

Benchmark Landscape  
Bradley Landscape Development

Green Valley Landscape & Maintenance Inc.

H.A. Casillas Landscape  
John Deere Landscapes

## RUBY SPONSORS

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

Blue Skies Landscape Maintenance  
The Brickman Group  
Briggs Tree Company  
Columbine Landscape  
East West Trees  
land Enterprises

Heavi-Hydro-

Plant Hydroseeding, Inc.  
Schroeder & Company  
Nature Designs Landscaping  
Natural Environmental, Inc.  
New Way Landscape  
Orco Block

Mark

RCP Block & Brick, Inc.  
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 canal-side 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 Hertzler 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



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.



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](http://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 offenders before they move to another site.

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



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 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 Angeles 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](http://www.clcasandiego.org)) as rotating images in the upper left corner of the home page.

The new website, ably designed by 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

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!

## 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. Svcs.

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

## Welcome to Our New Chapter Members!

- Dindar Nasim, GreenYard Works  
310 S. Twin Oaks Valley Rd.  
#107-206, San Marcos  
(760) 936-9800
- Juan Dorta-Duque  
Stonebrook Landscape  
414 Camino Hermosa, San Marcos  
(760) 304-4388
- Kimberley Fossan  
Interior Plant Service, Inc.  
3971 Goldfinch St., Ste. B, San Diego  
(619) 296-9035
- 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](mailto:jsb@beardassociates.com) to be included in a future issue. of the Offshoot.

Conforms to AB1881 Ordinance

## Soil Analysis Service

# GROPOWER<sup>®</sup> INC.

www.gropower.com • (909) 393-3744  
15065 Telephone Ave. • Chino, CA 91710

# village nurseries

ROOTED IN QUALITY

**JIM MUNCILL**  
TERRITORY MANAGER • SAN DIEGO COUNTY  
1589 N. Main St., Orange CA 92867  
OFFICE 714-279-3164 • FAX 714-279-3199  
Cell 714-231-2760 • [jmuncill@villagenurseries.com](mailto:jmuncill@villagenurseries.com)

# S&S SEEDS

- Erosion Control
- Wildflowers
- Revegetation
- Native Plants
- Turf Grasses

CARPINTERIA, CA  
Tel: 805.684.0436 • Fax: 805.684.2798  
Email: [info@ssseeds.com](mailto:info@ssseeds.com) • [www.ssseeds.com](http://www.ssseeds.com)

# WEST COASTER

## The New Generation of Tall Fescue

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](http://www.vistapro.com)

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

## Distinctive plants to Delight the most Demanding Client

For the Best in 1 gallon to 84" box Bamboo, Palms, Cycads, Phormiums, Grasses, and other Exotics.

2498 Majella Rd, Vista  
**760-758-6181**  
[www.BotanicalPartners.com](http://www.BotanicalPartners.com)

Landscape Boulder  
Pavers, Flagstone  
Aggregates  
Building Stone  
River Rock  
Pebbles, Cobble  
Colored Deco Gravel  
Stone Fountains  
Retaining Wall Systems  
Stone Tile  
Thin Veneer Stone  
Coronado® Stone

Serving since 1984

# KRC ROCK

Stone & Boulder  
San Marcos • Poway • Lakeside  
**1-800-KRC-ROCK**  
(1-800-572-7625)  
[www.KRCRock.com](http://www.KRCRock.com)

Your One-Stop Stone & Masonry Headquarters

For the ultimate lawn

- Drought tolerant
- Uses less water
- Deep root system
- Stays green all year round
- Improved disease resistance
- Dark-green color
- Seed available for easy repairs

BERMUDA, SEASHORE PASPALUM, BLUE/RYE AND INSTALLATION SERVICES ALSO AVAILABLE

John Marman  
Ben Koehler  
ORDER HOTLINE 888/893-TURF  
[www.westcoastturf.com](http://www.westcoastturf.com)

A PRODUCT OF **WEST COAST TURF**  
Life is short. Sod it!

**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)*

- Takendo Arie
- Am-Sod, Inc.
- Jerrie Beard & Associates
- Benchmark Landscape Inc.
- The Brickman Group LLC
- California Landscapes & Mgt
- Cuyamaca College
- Daniel's Landscape
- Ewing Irrigation Products
- Green Horizons Landscape & Maint.
- 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.
- Mark Schroeder & Co., Inc.
- New Way LS & Tree Srv.
- Olson Irrigation Systems
- Pacific Sod
- 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**
- Wisniewski & Assoc.
- Wingate & Company Inc.
- Zoological Society of SD

*Fall*  
**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 virtues 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](http://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](http://www.watereducation.org/toursdetail.asp?id=1981&parentID=821).

**John Deere Landscapes New CLCA Water Management Certification Program Partner**

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 System.

"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](http://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](mailto:davidsilva@clca.org).

*Genuine*  
**MARATHON SOD**

When you want the Best  
**1-800-532-3489**  
[www.sod.com](http://www.sod.com)

**LCIS LANDSCAPE CONTRACTORS INSURANCE SERVICES, INC.**

**Mike Dunn, Sr. Account Executive**  
(877) 750-5247 [mdunn@lcisinc.com](mailto:mdunn@lcisinc.com)

45130 Sagewind Ct.  
Temecula, Ca 92592  
(951) 302-8500 [www.lcisinc.com](http://www.lcisinc.com)  
Member CLCA, NLA and UNLA  
License # 0755906

Specialized insurance coverage for members of the Green Industry

Tools to protect and grow your business.

California Landscape Contractors Association

Join friends and colleagues for the California Landscape Contractors Association's 2011 Annual Convention

Powerful Networking  
Timely Seminars  
Prestigious Trophy Awards  
*Under the stars, Hawaiian style!*

**PIPELINE FOR SUCCESS**

**Maui, Hawaii**  
**November 16-19, 2011**  
[www.clca.us/convention](http://www.clca.us/convention)

**THE 2011 LANDSCAPE EXPO**  
DESIGN • BUILD • MAINTAIN • SUPPLY

October 12<sup>th</sup> & 13<sup>th</sup> • Long Beach Convention Center

**Landscape Trade Show and Educational Conference – All Things Landscape**

Earn CEUs

- New Expanded Exhibit Hall Hours
- New **EXPRESS BADGE Pre-Registration Process**
- 65 Educational Seminars including:
  - Seminar Series on Sustainable Landscaping by UC Cooperative Extension
  - Business Toolbox workshops by Nat'l Assn of Professional Women in Landscape
  - Plus, the **ALL NEW** Outdoor Living Center and New Product Review Area and Competition
  - Landscape Lighting Demonstration Area • "How to" workshops by Irrigator Tech

For more information call (714) 979-5276

Book Your Hotel, Enroll in Seminars and Pre-register for FREE, at **LandscapeOnline.com**.

**SPONSORS**

4A, abc, LIQUID FENCE PRO, Ewing, Summerset, HYDRO-SCAPE, VISIONAIRE LIGHTING, LANDSCAPE ARCHITECT, ELIET, JUNGLE JACKS, RAIN BIRD, JCB OF SOUTHERN CALIFORNIA, Fiber Creations, LandscapeOnline.com

# 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](http://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](mailto: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

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 presence 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

allotted 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 quarterly 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](mailto:jsb@beardassociates.com).*

**Bigger. Better. Boulder.**  
Southwest Boulder & Stone

Boulders, Cobbles, Pebbles, Flagstone, Gravel, Sand, Masonry Supplies, Mulch, Pottery, Fountains & More!

**877-SWB-ROCK**  
[www.southwestboulder.com](http://www.southwestboulder.com)

EXCLUSIVE GROWERS OF

**PERFORMANCE TURF VARIETIES**

- Up to 50% Less Water Use
- Reduced Fertilization
- Commercial & Residential

**1-800-553-8328 • [www.AMSOD.com](http://www.AMSOD.com)**

**NETAFIM – THE ONLY DRIPLINE MADE WITH RECYCLED MATERIAL**

Forty years of innovation and Netafim is still delivering great products. Our popular Techline® CV ensures water savings, reliable performance and is now made with recycled material. Techline CV also qualifies for LEED credits 4.1 and 4.2.

**TECHLINE® CV**

**NETAFIM™**

Contact Mauricio Troche 805.504.6145  
[WWW.NETAFIMUSA.COM/CLCA-CV](http://WWW.NETAFIMUSA.COM/CLCA-CV)

WHERE QUALITY GROWS...

**JOY FRONTE**  
(951) 634-4860 Cell  
(800) 233-5254  
[jfronte@agsod.com](mailto:jfronte@agsod.com)

P.O. Box 709  
30932 Palm Ave.  
Nuevo, CA 92567  
[www.agsod.com](http://www.agsod.com)

**Growers of Quality Fescue & Bermuda Sod**

**ADAM J. GUNN**  
[adam@bigtreesnursery.com](mailto:adam@bigtreesnursery.com)  
Cell 760-670-7030

**CHARLIE JANCIC**  
[charlie@bigtreesnursery.com](mailto:charlie@bigtreesnursery.com)  
Cell 760-216-7353

12450 Highland Valley Road  
Escondido, CA 92025  
Phone 858-487-5553  
Fax 760-888-1914  
[www.bigtreesnursery.com](http://www.bigtreesnursery.com)

*Specimen Trees Buy • Sell • Move*

**Buy Smarter; Sell More**

**Save Money While Receiving Uncompromising Quality and Service.**

Bamboo Pipeline is the West's Leading Distributor of High Quality Plants!

- Quality Across 10,000 Varieties; Great Looking Results From Day One.
- Industry Leading Service and Free Deliveries
- Expert Team Behind Every Order
- Web-Based Selling and Productivity Tools
- Value Pricing

**Become a Bamboo Pipeline Landscape Professional Today!**

**BAMBOO PIPELINE**  
America's Fastest Growing Green Goods Company  
Toll-Free: (888) 288-1619 Fax: (805) 764-2626

*BambooPipeline.com for Special Offers*

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

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](http://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/201339386574658?ref=ts](http://www.facebook.com/pages/San-Diego-Chapter-California-Landscape-Contractors-Association/201339386574658?ref=ts)

## Edibles Seminar a Savory Delight.

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



At left: Ali Falahi of Sun Valley Landscaping.



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

At right: Ariei Tenenbaum and Jeff Robbins of Revolution Landscape.



At left: Monica Ensign from Mira Costa College.  
 Below: Nan Sterman and Craig Patrick from Blue Watchdog.



**QUALITY**  
 never *grew*  
 so good!

**Briggs Tree Company, Inc.**

**Vista**                      **Bonsall**  
 760.727.2727                      760.728.2371  
[briggstree.com](http://briggstree.com)                      (10 minutes south of Temecula)

**NEW OLSON WaterWell™**  
**Pre-Plumbed Irrigation Boxes**

**1" Automatic Valves Factory Built and Pre-Assembled in a Heavy-Duty Valve Box**

**Take the Headaches Out of Automatic Irrigation Valve Installation**

Olson manufactures a complete line of irrigation equipment. For more information please write or call:  
 10910 Wheatlands Ave • Santee CA 92071  
 619/562-3100 • [www.olsonirrigation.com](http://www.olsonirrigation.com)

**EVERGREEN NURSERY**

**35+ YEARS IN THE INDUSTRY**  
**500 ACRES IN PRODUCTION**  
[www.evergreennursery.com](http://www.evergreennursery.com)

Call Today for a Quote  
 Immediate Delivery Available!  
 Located in Southern California  
 We Ship Nationwide

South San Diego and US to the East  
**858-776-4474**  
 North San Diego and US to the North  
**858-774-5779**  
 P.O. Box 503130 • San Diego, CA 92150  
 Fax: 858-481-5649

**Palms** 15g to 60"boxes

**Oaks & Olives** Field Dug, Boxed, Container Grown (All Sizes)

**Incredible Availability** 4", Flats, Gallons, 5's and 15's





# 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!



FOUNDING PARTNER



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

# THE DAYS OF SUMMER SAVINGS EVENT



Take advantage of **0% FOR 36** months on qualifying new Cat machines.

The summer's best prices on the industry's best machines.

Call or stop by Hawthorne Cat® today to take advantage of special summer prices on these machines and more!

- Backhoe Loaders
- Compact Track Loaders
- Compact Wheel Loaders
- Mini Hydraulic Excavators
- Multi Terrain Loaders
- Skid Steer Loaders
- Small Hydraulic Excavators
- Small Track-Type Tractors
- Small Wheel Loaders

For more information call 858-674-7000 or email us at [info@hawthornecat.com](mailto:info@hawthornecat.com)



[www.hawthornecat.com](http://www.hawthornecat.com)

\*Offer good from June 1 to August 31, 2011 on select new models at Hawthorne Cat. Offer is available to customers in the USA and Canada only and cannot be combined with any other offers. Financing and published rate are subject to credit approval through Cat Financial. Additional terms and conditions may apply. Subject to change without prior notice.

©2011 Caterpillar. All rights reserved. CAT, CATERPILLAR, their respective logos, "Caterpillar Yellow," the "Power Edge" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.