



CLCA's Legislative Conference Returns in May

By Pete Dufau, CLCA Legislative Committee Chairperson

CLCA's Legislation Committee has made some important changes to CLCA's annual Legislative Conference. This year, we will be hosting the event entirely on our own.

The CLCA Legislative Conference and Day in Sacramento will be a two day event beginning on Tuesday, May 22. This afternoon session will include a grassroots lobbying training session, which will be followed by dinner and a guest speaker. On the morning of May 23, we will focus on bills CLCA is supporting. During lunch, we will invite the author of a piece of legislation we support to provide us with information on how to promote that bill to our representatives during our afternoon meetings at the state capitol.

Please contact Larry Rohlfes at CLCA for details. Registration and sponsor forms will be available at www.clca.org.



John Singley and Rick Camin at the CLCA Leadership Conference on January 10 in San Jose. See page 4.

Thursday, February 16:

Horizon Irrigation Presents:

CLCA's Water Management Certification Program - An Introduction

No Rain in December and just a little in January. "Oh No! Drought in California!" These words from the media can stun our clients into holding off major landscape installations and even delay many minor garden improvements. Guard yourself against a possible significant decline in revenue. During times of drought, and rising water costs, our customers will spend landscape budgeted money on ensuring they have the most efficient irrigation systems. Position yourself more securely in a very competitive market by ensuring you have the latest information on efficient auditing techniques and the latest technological product information by acquiring your CLCA Water Manager Certification.

This dinner meeting will introduce you to the Certification Program by spelling out exactly what it will take to easily acquire your certification as fast as possible. For additional information, take a look at the insert in this issue or on the CLCA website: www.clca.us/water. CLCA SFBA chapter will assist you each step along the Certification process.

When: Thursday, February 16, 2012

5 p.m. No-host Cocktails, 6:30 p.m. Dinner

Where: Michaels at Shoreline

2690 North Shoreline Blvd., Mountain View, CA 95030
(650) 583-0882

Menu: Buffet Dinner

Cost: \$40.00 for members making reservations, \$50 for members arriving at the door, \$65 for non-members.

RSVP: James Walker at (650) 333-2021 or Landscape@earthlink.net
All those making reservations and not attending, will be billed for the number of reservations made.

Directions: **From U.S. 101 heading south:** Take the 400 A, Rengstorff Avenue Exit - Keep right at the fork, follow signs for Amphitheatre Pkwy, and merge onto Rengstorff Ave. Continue onto Amphitheatre Pkwy. Turn left onto N. Shoreline Blvd.

From Highway 101 heading north: Traveling north exit 399A, Shoreline Blvd exit. Turn Right onto North Shoreline Blvd.

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CLCA Mission Statement

The California Landscape Contractors Association serves the interests of its members, promotes professionalism, and advances public awareness of the landscape industry.

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 also 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.

Hello everybody. I wanted to thank all those who have already jumped on the bus with the Partners for Success Program for 2012 and encourage all those who are getting ready to do so to feel free to call me and ask me any questions about the program.

One thing I would like to talk about again this month, and encourage everyone to participate in, is the Foothill College Horticultural Club Student sponsorship program. It would be fantastic if we could really get behind this particular sponsorship which benefits those people who are training to become our industry's next generation. Sponsorship is only \$300.00 dollars (15 flex points), and provides a Foothill Student with the following: CLCA Student Membership, recognition at all SFBA events, our website, a subscription to the Bay Breeze, Admission to the Annual Achievement Awards, Installation Night, Membership Night, and three 2012 Educational Seminars.

Remember, a Student Sponsorship not only allows those Students with an insight into the Landscape Construction and Design field by providing them with access to some of the top people in the field, but it is also an investment in the future of our organization.

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Opportunities for Landscapers

By Nate Crosby, Crosby Landscaping



No rainfall. No more plastic bags!

All week I have been considering two things that I never could have foreseen happening at this time last year because we had plenty of rain, and receiving goods in plastic bags was a given at most stores.

As of January 1, the Bay Area was significantly below normal rainfall levels for this time of the year. Also on January 1, the City of San Jose banned plastic grocery bags. Hopefully, the ban on plastic bags will result in less plastic entering into landfills, streets, rivers, and oceans. While plastic is amazingly useful, it unfortunately doesn't decompose quickly.

The current rainfall shortage has me asking some questions. What will be the impact of this potential drought? What does our Earth's fresh water availability look like in the future?

I have found some interesting answers. As our bay area population increases, the available water must be spread across more people. There is a finite amount of 'fresh, renewable water' falling on the entire Earth at any time. This finite, unchanging number is 22,300 cubic miles of renewable water. This number has not changed over thousands of years. This is the same as 0.007 percent of all the Earth's water on all continents and islands. To get a general idea, pretend for a moment that you have 1/7th of a penny in your hand, you had 22.3 million dollars in the bank, and you just lost the bank key. Now, you only have the 1/7th of a penny for the rest of your life and you have to split it between a growing population. Water will become increasingly scarce as populations grow.

The United States Geological Survey, USGS, has a great amount of detail on the Earth's available water. To see a picture of Earth versus the small available sphere of

www.clcasfba.org

water, go online to:

<http://ga.water.usgs.gov/edu/2010/gallery/global-water-volume.html>

Here is a link to water availability charts: <http://ga.water.usgs.gov/edu/earthhowmuch.html>

Our bay area population uses fresh water for bottled water, various materials production, showering, pools and, of course, more relevant to us - mowing lawns and hydrating our many agricultural and ornamental landscape plants. Plenty of rain filled our reservoirs last year all the way through June. To date, this winter season has produced little rainfall.

The opportunity for landscape contractors comes in knowing how to better manage water as it becomes increasingly scarce. The CLCA's Water Management Certification program can be part of that success.

Many of our Associate members can help you become an expert in water conserving products and processes. Please get involved with our CLCA Chapter and attend water management events. Visit the bookstore on the CLCA state level website (www.clca.org), and find great books on water management issues. CLCA also offers a Water Management Certification Program that certifies that you can manage a landscape on a water budget. This provides the "proof in the pudding" to clients that proper water management practices do save money.

I hope you will join us at our February meeting where we will have a presentation on CLCA's Water Management Certification. Please see

page one and the insert in this issue for more information.

Take this opportunity to potentially increase your business by better managing our fresh water resources.



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Above: The San Francisco Bay Area chapter 2012 board at the Leadership Conference.

Leadership Conference

By Nate Crosby

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

Keynote Speaker, Loren Lasher of Potential Development, Unlimited in Hawaii spoke about "The Keys of Leadership." He spoke quite brilliantly regarding aspects of how to be effective as a leader. As a leader looking for results, simply asking your employees and committees what they need to do their job, and if "there is anything I can do to make your life better?" can create the results you are seeking.

Loren gave much attention to the concept of "where the attention goes, the energy flows" noting that positive energy creates positive results. He provided 6 keys of leadership, with the fifth key being motivation. Motivation, he stated, can be developed or sustained with recognition, a sense of belonging, and a leader's loyalty to his/her staff.

Following this informative session, CLCA hosted the Installation Luncheon

where the 2012 state board of directors were introduced and sworn in and CLCA recognized a regular and associate member for their outstanding contributions to the association. This year, CLCA's Director of Communications Chuck Carr of Valley Crest received the Regular Member of the



Dave Penry from North Coast and Frank Niccoli.

Year award. Chuck has been heading up the PR committee which is working on the association's branding campaign. The Associate Member of the Year was Tom Noonan of Ewing Irrigation, chosen for his work on water issues.

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

recognized as a new Life Member.

Following lunch and a delightful networking over dessert hour, attendees went to their respective breakout sessions for the various executive board and committee positions. This is a time where board members are able to learn about what is involved in their new duties as chapter treasurer, secretary, president, or as a committee member.

At the end of the day, our chapter board got together at a local restaurant. As chapter president, I took a moment to communicate my goals to the attending board members. My president's message in last month's Bay Breeze sums it up: provide networking opportunities for our members; and increase our chapter's professional abilities such as certifications.

Thank you CLCA HQ for an excellent event with a great speaker and much helpful information.



Michelle Chu with the little one.



James Walker and Javier Lesaca from Kern County.

CLCA San Francisco Bay Area Chapter

Auxiliary Report



Unfortunately, this article's deadline is prior to the January 24 Auxiliary meeting, the first of the year when we begin making plans for this year's events.

Therefore, in lieu of a formal report, you will find an invitation to join the Auxiliary, which includes a little bit about our organization. I hope you find a kinship with our cause and passion and decide to participate. We always welcome and enjoy new members with fresh ideas and positive energy.

I will wish everyone a Happy Valentine's Day. Whether you have someone special in your life or have close friends who support you, I hope you celebrate this day with those deserving of your love and devotion.

Respectfully,

Mary Cohen
Auxiliary President

An Invitation to All Representatives of CLCA Members

On behalf of the members of the San Francisco Bay Area Chapter Auxiliary, I would like to extend a cordial invitation to become a member. Like any auxiliary, we function as an assistance and support group to CLCA and are very committed to the future of the landscape industry. At the local level, we lend a helping hand when needed and/or requested throughout the year, whether in the form of organizing functions, providing refreshments and meals during specific activities or just being there when the Association needs us. The Auxiliary, in its continued dedication to the future of CLCA and the landscape industry, spearhead fundraising efforts for the local community colleges which offer horticulture degrees. At the state level, the Auxiliary established the Landscape Educational Advancement Foundation (LEAF) in order to provide scholarships to college level students and educational grants.

The joys of fellowship and accomplishment of jobs well done have led to lasting friendships among CLCA families. Several times a year, we meet "just for fun" at outings and a potluck dinner with spouses and friends. Meetings are called from time to time to work out details of specific chapter activities.

We can accomplish great things with your participation on whatever level of interest you may have and wish to share. Please won't you join us? If you have any questions or wish to speak with someone about the Auxiliary, please feel free to call me any time. My phone number is listed below. I'm looking forward to talking with you.

Mary Cohen
SFBA Chapter Auxiliary President
(408) 981-2955 • marycohen@aol.com

Name: _____

Spouse/ Associate's Name: _____

Affiliated Company: _____

Address: _____

City: _____


Zip: _____ Phone: (____) _____

Please enclose a check for \$25.00 made payable to CLCA Auxiliary-SFBA and mail to:

Charlene Ott, Chapter Treasurer
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The Board Meets

By John Vega

The SFBA Chapter

board met December 15,

at Tai Pan Restaurant, 1560 Waverley St., Palo Alto. Meeting Called to Order 7:10 p.m. by James Walker, chapter president.

Roll

Dawn Engel, Ginny Babbitt, Sam Whitney, Christine Hawkins, Frank Niccoli, Rick Camin, James Walker, Nate Crosby, Melanie Latelle-Seaman, Jeff Calhoun, Sylvi Rupilius, John Vega

Minutes

James Walker presented December minutes.

Rick Camin motioned to approve, Nate Crosby seconded it. Minutes approved.

Treasurer's Report

Larry Scott presented September and October treasurer's report, Rick Camin motioned to approve, Nate Crosby seconded it. Treasurer's report approved.

January Meeting

James Walker discussed the January meeting with Jim Houston.

Foothill Hort Club

Ginny Babbitt, president of the Foothill Hort Club, expressed her gratitude for the support the club receives from the chapter.

James Walker adjourned the meeting at 7:36 p.m.

Foothill Hort Club

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



A very happy new year to all CLCA members from the Foothill Student Hort Club. We wish you all a year that far exceeds your expectations.

We have many new students at Foothill this quarter hungry to learn the techniques necessary to enhance their careers in the landscape industry.

The Foothill Environmental Horticulture program steadfastly emphasizes waterwise practices -- clearly critical for the SF Bay Area. This quarter's construction class covers important technical aspects of landscape projects and irrigation practices that will make a huge impact on local gardens.

Here's to many a client this year in need of your waterwise expertise!

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A Night with Jim Huston - Grow a Business in a Down Economy

By Nate Crosby

The CLCA-SFBA chapter started 2012 running on all valves (irrigation that is). At our first dinner meeting on January 19, nationally-known construction business consultant Jim Huston illustrated methods for growing a landscape business in the current economy. A crowd of 61 contractors, designers, suppliers, students and their families gathered at the Poplar Creek Grill at the Coyote Pointe Golf Course in San Mateo for the event. Our chapter Executive Board Chairperson, James Walker, did a great job producing this event.

Jim Huston guided us through methods to discover the brutal facts and reality of doing business in this economy. By recognizing the facts and being determined to succeed, he said, "Never doubt...you will get out. You will prevail!" These are the keys to success when business is less 'fun'. Special rules of engagement and ways to interact with others apply:

1. Thinking outside the box in conversations and methods;
2. Willing to entertain ideas other than those you hold deeply;
3. Be tolerant and respectful of others with different beliefs;
4. Be compelling with your points in a welcome way.

Jim noted that construction and housing markets are showing increasing service needs for second home and high-end homes. Some suggestions for growing a business included diversifying the type of services a business provides. To diversify, it is important to plan carefully to minimize risk. Diversification may require a 'champion,' someone who understands the goals and is dedicated to making the new service happen. The next step is to understand the costs of business. Determine the numbers to make a profit, and put a marketing and sales plan into action. Jim



Above: Camille Domine, John and Mary Lyngso

reviewed his "6 P's of marketing" -- Price, Place, Product, Promotion, Process and Plan. He also noted that networking with associations and industry experts are great ways to connect with new projects. To sustain a growth business, think outside the normal intuitiveness.

Tyler Cole of Pacific Nursery was the Auxiliary raffle basket winner. The wonderful basket was provided by Kevin and Robin Burns. Stasia McGeehee was the Auxiliary raffle recipient of Jim Huston's Audio book on estimating. Thank you Jim for playing an active part in building the abilities of our chapter members.

Cultivating the Future.

9 am to 5 pm February 16, 2012

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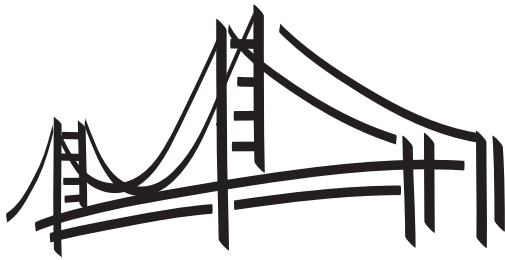
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CHANGE SERVICE REQUESTED



February

- 1-2 2012 Landscape Industry Show, all day, LA Convention Ctr.
- 1 3:00 p.m. The CLCA Education Committee will hold it's first meeting of the year to determine what we would like to do in 2012. EarthCare Landscaping in Cupertino. New members and ideas are welcome! Please contact Heidi Johnson at HKJohnson@aol.com if you are interested in participating in any way, or if you have questions.

- 7 Sustainable Brown Bag Lunch, noon, gazebo at Memorial Park in Cupertino. "Edible Weeds" with Vijaya Gajjala of Hortus Design. Learn which "weeds" are edible, how to use them, and even a few recipes! Bring your lunch. No registration required. Watch for upcoming monthly BBL's, usually on the first Tuesday of the month from Noon to 1:00 PM. Contact Heidi Johnson at HKJohnson@aol.com.
- 16 Dinner meeting - 5:00pm. CLCA's Water Management Certification Program. Michaels at Shoreline. P 1.
- 23 Board Meeting. 5:00 p.m. Social, 5:30 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.

March

- 21-25 San Francisco Flower and Garden Show, San Mateo.
- 22 Night at the San Francisco Flower and Garden Show, San Mateo. 7 pm.

- 29 Board Meeting. 5:00 p.m. Social, 5:30 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.

April

- 19 Dinner Meeting - Membership Night 6:00 p.m. TBD.
- 26 Board Meeting. 5:00 p.m. Social, 5:30 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.

TBD Award Entries Due 5 p.m.

May

- TBD Late Award Entries Due 5 p.m.
- 17 Dinner Meeting 6:00 p.m. TBD
- TBD Awards Judging, all day.
- 24 Board Meeting. 5:00 p.m. Social, 5:30 p.m. meeting. Peninsula Building Materials Showroom, Mt. View. Contact 408-417-5137.

Visit our website at www.clcasfba.org for more information on upcoming events.