



North Coast Journal

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION

Our First Meeting of the
Year is all about
FUN & CAMARADERIE

Tuesday January 21st

Come join us @
AMF Boulevard Lanes

1100 Petaluma Blvd So.
in Petaluma
6:00 – 9:00 PM

\$45
Includes food & bowling



RSVP to Connie – heyconniesalinas@hotmail.com or (707) 217-2139

IDEAS FOR OUR DINNER MEETING PROGRAMS & TOPICS FOR 2020

The North Coast Chapter's Board of Directors is **always open to suggestions from our members regarding topics that you would like to hear more about at our educational monthly dinner meetings!** At our December board meeting, we have started a list of ideas which include a human resources talk, organic products & applications, marijuana as part of the landscape industry, recruitment, soil, etc. **WE WOULD LOVE YOUR INPUT!**

If you have ideas for a presentation or a topic, please contact Connie (707) 217-2139

NORTH COAST CHAPTER EVENTS

January 21stBowling @ AMF Boulevard Lanes in Petaluma 6:00 PM

February 18thDeb Lane – City of Santa Rosa – Free Scalable Front Yard Templates

March 17thMike Parks - Organic Options for Landscape Maintenance

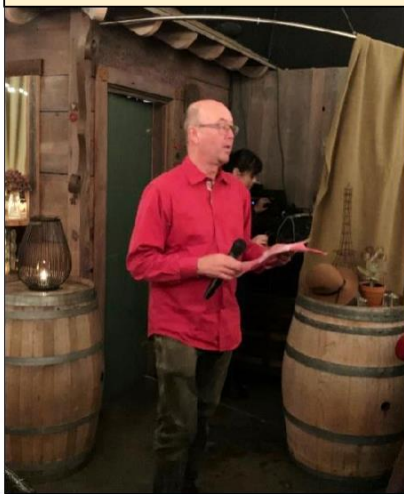


North Coast Chapter's Holiday Party and Induction of the 2020 Board of Directors



The North Coast Chapter's 2020 Board of Directors: *(from l to r)* **Jeff Dibble** – Dibble Landscaping, **Richard Sandifer** – Pacific Garden Artistry, **John Buchholz** – Garden Builders, **Lou Penning** – Lou Penning Landscape, **Andrew Johnson** – Johnson's Tree & Garden, **Josette Romero** – Watersavers, **Chris McNairy** – Hunter FX, **Deb Lane** – City of Santa Rosa Water, **Chris Stewart** – Bertotti Landscaping, **AJ De Lopez** – De Lopez Landscaping, **Eduardo Vigil** – Horizon, **Bert Bonilla** – Sonsray Machinery. *Not pictured:* **Henry Buder** – Buder Landscape Restoration. This is the largest board we have had in several years, so that is a very good sign!

Also, special thanks to **Tony Bertotti** of Bertotti Landscaping for providing a very amusing rendition of the swearing-in oath for our new board!



2019 President, Lou Penning, addresses the crowd and gives a brief recap of the last year.



Looking forward to a great year with 2020 President, Chris Stewart of Bertotti Landscaping pictured here with son Roland



This our 2nd time having our Holiday Party at The Girl & the Fig's Suite D in Sonoma

2020

Holiday Party Attendees



Some of the Bertotti Landscaping clan: Brad Stewart, Kim, Tony and Natalia Bertotti (holding little Poppy) and Michael Garlington (Poppy's Poppy)



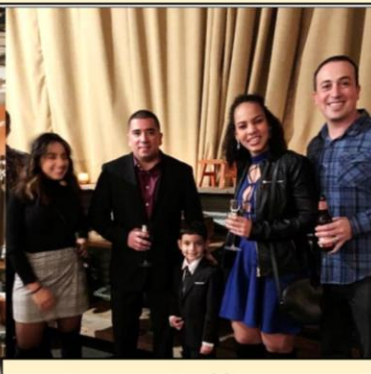
The Suite D mural wall has 6 different huge images to choose from. This one is called The Renaissance.



The Sweet Lane gang: Joe & Kelley Hadley, Katie Jacques, Chris Jaster, David Smith and Trish Tracy. Ed was at the bar with Helmut & Paul (see below)



Joe Detlor from Oxbow Pool & Landscape with Clayton & Krysta Pleyte from Delta Bluegrass Co.



Josette Romero, Eddy Baca & young Eduardo Baca from Watersavers here with Genesis & Victor Mendoza from Horizon



Ed Grossi from Sweet Lane Nursery with Helmut Winkelhake of Horticare & Paul Johnson from Johnson's Tree & Landscape



Jeff Dibble from Dibble Landscaping with his wife, Jennifer their son, Carter.

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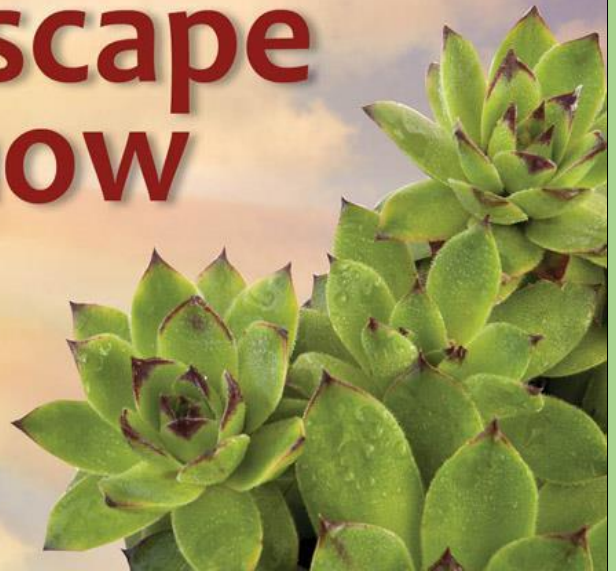
Nor Cal Landscape & Nursery Show

Trade Show & Educational Seminars

February 27 • 2020 **NEW DATE!!**
8 am to 4 pm

www.norcaltradeshow.org

Expo Hall • San Mateo Expo Center • 1346 Saratoga Drive • San Mateo, CA 94403



About Nor Cal

Since 1980 the Nor Cal Spring Trade Show has brought to the Bay Area a one-day horticultural trade show that keeps pace with our rapidly changing industry and provides a forum for doing business in a timely fashion. In 2014 Nor Cal announced a partnership with the California Landscape Contractors Association creating a more diverse and appealing show for the green industry. Along with this new partnership is a new name for the show – The Nor Cal Landscape & Nursery Show.

Nor Cal was originally created by members of four chapters of the California Association of Nurseries and Garden Centers (Central, Monterey Bay, Peninsula and Redwood Empire) who saw a need and created a regional trade show for those who could not afford the time or expense of traveling to larger shows of this caliber. From card tables in a community hall to the carpeted aisles of Expo Hall, the Nor Cal Spring Trade Show has found a niche in San Mateo.

It is dedicated volunteers who are the backbone of the show. Without their tremendous effort, this show would not exist. A committee of twelve chapter members donate their time to give direction and support throughout the year. At show time there are over 50 volunteers available from dawn to evening to lend a hand. The hard-earned proceeds are used to provide scholarships, engage educational speakers, fund philanthropies and provide operating capital for these local chapters.

This year you'll find an expanded group of exhibitors with products ranging from landscape equipment, specimen plant material and irrigation to the popular garden art, statuary and fountain categories. Check out the exhibitor listings for a full overview of the show's offerings.

You'll also find educational opportunities with continuing education credits. Plan on a full day at the Nor Cal Landscape & Nursery Show – we believe it will be time well spent!

Pushing a Rope



by *Jim Huston*

During college, I'd often work construction jobs in the summer. Occasionally, I'd work on a dairy farm in Maine owned by an old-timer named Lincoln Partridge. We called him "Link." Link had euphemisms for most facets of life. "Three things are impossible," he'd say. "First is climbing a fence that's leaning toward ya. Second is kissing a girl that's leaning away from ya. Third is making someone else successful." Often he'd add, "It's like trying to push a rope. You can't do it."

It's what I do. I often go into the offices of new clients who are either losing money or barely breaking even at the end of the year. Ninety-nine percent of the time, the problem is in their pricing, production or lack of volume – or a combination of all three.

For potential new clients, once I explain how I might help them improve their bottom line and provide some references, it's somewhat of a "no-brainer" to hire me to help fix the problem. Either you want to make money or you don't. It really comes down to doing a simple cost-benefit analysis. "If I pay Jim \$X, what are the chances that I'll get back more than \$X?"

Business entrepreneurs are constantly conducting hundreds – perhaps thousands – of cost-benefit analysis scenarios when making business decisions. "If I purchase a \$60,000 skid-steer, how will it impact my bottom line? How will it improve productivity? How might such a purchase lessen my risk by making me less dependent upon labor?" This is how successful business entrepreneurs think. They're constantly analyzing the margin. If I do \$X, will I realize revenue more than \$X.

I insist that my potential new clients subject me and my services to such an analysis. If they don't understand the concept or can't do such an analysis, perhaps they shouldn't be in business for themselves. If they refuse to do such an analysis, they definitely should not own a business. And I probably don't want to work with them.

Fix then bid. Somewhere on the interstate in the Midwest, I received a call from a young green industry contractor with a design/build installation company. He had talked with some of my clients, whom he knew and who once had problems similar to the ones he had.

He was considering employing my services. His sales the previous year were just shy of \$1 million. However, at year's end he had barely broken even. He knew that something in his company was wrong but had no idea what it might be.

We talked for about 20 minutes. He told me that he fully expected to sell and install at least \$1.5 million in 2017. I told him that I could come to his office in about 10 days and we could diagnose and fix his problem(s) at that time. The 2017 season was about to start in full force and it would be good to correct whatever was wrong before he priced and installed a lot of work. For whatever reason, he thought that this timeline was too aggressive and he decided to do the \$1.5 million in sales prior to addressing the problem.

The logic of his decision totally baffled me. He did \$900,000 in sales and barely broke even. Now he wanted to do twice that amount without addressing or fixing the problem(s). Why would you not want to first fix the problem?

My conclusion was: 1. He either did not understand the purpose of a business within a capitalistic system. 2. He wasn't really serious about identifying and fixing the issues. 3. A combination of both 1 and 2.

Don't twist their arm. Toward the end of this conversation, I was careful not to attempt to talk this young contractor into a consultation. It's my philosophy that a new client needs to do his or her homework, talk with references, have clear and realistic expectations and really want to work with me. Arm-twisting is counter-productive. Otherwise, he or she won't be mentally and emotionally prepared for our time together.

Reflecting later on this phone call, I wondered why this young green industry contractor didn't get it. Did he not understand that the purpose of a business is to make a profit? Perhaps he didn't understand how to do a cost-benefit analysis? Or perhaps I did not give it my best shot?

It was then that I remembered "Link" Partridge's advice and his three things that are impossible. You encourage and support people and you give it your best shot. But when it's all said and done, and in the final analysis, you can't push a rope!

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2/20, 2/21, 2/27, 2/28

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Registration closes 2/6.

MAIN TOPICS INCLUDE:

- Maintenance for Green Stormwater Infrastructure Systems
- Carbon Sequestration
- Firescaping
- Integrated Pest Management
- ReScape Rated Landscapes, based off scorecard



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Petaluma Community Center

320 N. McDowell Blvd., Petaluma, CA 94954



3/26, 3/27, 4/2, 4/3

8:30am - 3:30pm



Tuition: \$625 / \$575

Early bird pricing until 1/17



Register at rescapeca.org/event

Registration closes 3/12

MAIN TOPICS INCLUDE:

- Integrated Pest Management
- Firescaping
- Carbon Sequestration
- Maintenance for Green Stormwater Infrastructure Systems
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Advocacy is the cornerstone of CLCA's history. California landscape contractors first banded together to protect the scope of work and activities that could be performed by those contractors with a C-27 license from the Contractor's State Licensing Board (CSLB). Out of that work, CLCA was born.

To help further our work, CLCA formed **LandPAC** in 1976 and it is still the only political action committee representing landscape contractors in California.

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"We have utilized the attorney services with CLCA. The support and information that we received was truly invaluable. The attorney was always available to us and succinctly answered all of our questions in a very timely manner." — Kristen Hundley, Garden of Ease Landscaping & Design

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— Darcie Paulin, Custom Plantings, Inc.*

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Jerry Seinfeld Quotes

- A dog will stay stupid. That's why we love them so much. The entire time we know them, they're idiots. Think of your dog. Every time you come home, he thinks it's amazing. He has no idea how you accomplish this every day. You walk in the door; the joy of this experience overwhelms him. He looks at you, "He's back. It's that guy, that same guy." He can't believe it. Everything is amazing to your dog. "Another can of food? I don't believe it."
- My parents didn't want to move to Florida; but they turned sixty and that's the law.
- Make no mistake about why these babies are here - they are here to replace us.
- I once had a leather jacket that got ruined in the rain. Why does moisture ruin leather? Aren't cows outside a lot of the time? When it's raining, do cows go up to the farmhouse, "Let us in! We're all wearing leather! Open the door! We're going to ruin the whole outfit here!"
- Any day you had gym class was a weird school day. It started off normal. You had English, Social Studies, Geometry, then suddenly you're in Lord of the Flies for 40 minutes. You're hanging from a rope, you have hardly any clothes on, teachers are yelling at you, kids are throwing dodge balls at you and snapping towels - you're trying to survive. And then it's Science, Language, and History. Now that is a weird day.
- Are there keys to a plane? Maybe that's what those delays are sometimes... when you're just sitting there at the gate. Maybe the pilot sits up there in the cockpit going, "Oh, I don't believe this. Damn it! I did it again." They tell you it's something mechanical because they don't want to come on the P. A. system. "Ladies and gentlemen, we're going to be delayed here on the ground for a while. I uh oh, oh this is so embarrassing. I... I left the keys to the plane in my apartment. They're in this big ashtray by the front door. I'm sorry. I'll run back and get them."
- According to most studies, people's number one fear is public speaking. Number two is death. Death is number two! Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.



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