



North Coast Journal

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION



WE SURVIVED!

Our North Coast Chapter definitely faced serious challenges in navigating some uncharted waters in the beginning of 2020. But, [big thanks to State CLCA](#) for keeping us constantly abreast of everything that our contractors needed to know on how best to survive those early “Shelter in Place” days.

Also [thanks to our NCC Board of Directors](#) for holding regular Zoom conference meetings where our chapter members could share their concerns and their strategies regarding all the fallout from COVID.

And finally, [HUGE thanks to our Supplier Partners and our Advertisers](#) who kept this chapter afloat during those uncertain times! We are very grateful!



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WHAT'S HAPPENING SO FAR THIS YEAR ?

The North Coast Chapter has a couple of irons in the fire already for 2021:

The first one (which we have already publicized) is a backyard renovation at the **Women's Recovery Services in Santa Rosa**. Chris Stewart from Bertotti Landscaping has taken the lead on this project, drawn up the plans and calculated the materials needed to complete the job. He estimates that it will probably take 2 weekends. Weather permitting, the first weekend will be January 30th & 31st and the second will be February 6th.

If you think you might be interested in helping with this project, contact Connie: (707) 217-2139.



Women's Recovery Services

recovery program for pregnant and parenting women

The second one is a collaboration with **FIRESafe Marin** to create a series of **online training modules on fire-safe landscaping practices that we can make available to our chapter landscapers and all their employees.**

Andrew Johnson and I have had several Zoom meetings with Rich Shortall from FIRESafe Marin, Steve Swain from University of California Division of Agriculture along with the Marin Fire Battalion Chief and a Marin Master Gardener.

We will be having another Zoom call in the next week or so, to flesh out this program further and decide what the content will look like and how we will be presenting it. Stay tuned....*Connie Salinas*



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Tree Planting Drones are Capable of Planting 100,000 Trees a Day

by *Connie Salinas*



The drones will fire pods containing pre-germinated seeds at the ground

My grandmother lived to be almost 100 years old and in the span of her lifetime from 1899 to 1994 she saw science and technology go from horse and buggies to landing a man on the moon. And since then, scientific evolution has been on an even more accelerated path! Growing exponentially every year!

Some of that evolution has **revolutionized** our lives in so many wonderful ways! BUT, some of it has also caused tremendously negative scenarios for the whole world. We are now having to figure out how to rectify and reverse those as quickly as possible.

An ever growing, higher level of CO2 worldwide is unmistakably one of the **biggest** problems that we face as a result of this 'pedal to the metal' scientific evolution. **That is why I belong to Citizen's Climate Lobby and why I support carbon fee and dividend legislation.** But we obviously also need to have science and technology putting all their creative juices into innovative solutions as well.

Enter BioCarbon Engineering of Australia. They have focused their research and development on carbon sequestration through reforestation. They have created a technology that can plant trees on an enormous scale anywhere in the world.

Our planet loses an acre and a half of forest every half of a second, which is 15 billion trees a year. That is an alarming statistic! But, BioCarbon has invented a revolutionary **Tree Planting Drone**. Each drone is capable of planting 100,000 trees a day. They are currently building an army of 10,000 drones that will be able to plant a billion trees a year.. The drones fire totally biodegradable tree-seedling bullets into the ground. They are driven by Artificial Intelligence which guides them to be planted precisely in the right location and at the right depth.

Such an amazingly encouraging and timely innovation! I wonder what my grandmother would have thought about all of this?

It gives me hope that within our collective intelligence, the solutions are there!

<https://www.fastcompany.com/90329982/these-tree-planting-drones-are-firing-seed-missiles-to-restore-the-worlds-forests>



Since good news is sometimes in short supply these days with everything that is going on in the world. I have decided to do a monthly article on positive advances, new discoveries, and hopeful scenarios for our planet.

Connie Salinas – Journal Editor

SAVE THE DATE!

Rehydrating the Russian River Watershed: Moving Towards Regenerative Landscapes

FEBRUARY 2, 2021 1:00 PM - 3:30 PM

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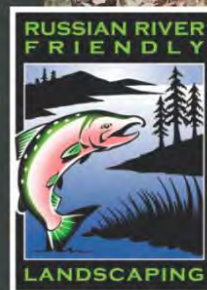
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Russian River-Friendly Landscaping is a whole-systems approach to professional landscaping with the goal of supporting the environmental integrity of the Russian River Watershed.



KEYNOTE: DIDI PERSHOUSE

Author of Understanding Soil Health and Watershed Function and The Ecology of Care. Founder of the Land and Leadership Initiative, and co-founder of RehydrateCalifornia.org. Former board chair of the Soil Carbon Coalition. Committed to building healthy communities above and below ground.



WALTER JEHNE

Internationally known soil microbiologist, climate scientist, and systems thinker. Founder of Regenerate Earth and Healthy Soils Australia. Co-founder of RehydrateCalifornia.org.

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ethics

by Henry Buder

Dave and Caroline were two young students at Cal Ploy, studying the plant world. Dave was in his fourth year of landscape architectural school, and Caroline was a year younger studying environmental horticulture. After they graduated, they wanted to get married, and start a landscape business together, as landscape contractors. And so that is what they did.

While at Cal Poly, they had heard about CLCA, the California Landscape Contractors Association, and what a professional group it was, and that it was dedicated to helping its members be successful.

After a couple years of doing sweat equity, by themselves, they joined CLCA. They were sent decals for their trucks, and they proudly put them on their trucks. They thought, we should put our name on the truck too, so they got signs for their trucks. By this time, they had hired two young men, and they were cranking out the jobs, one after another. As Dave soon learned, he had to spend more and more time in the office doing designs. Caroline ran the jobs.

Jose and Felix were very nice, hard working young men, willing to learn how to do things right from Dave and Caroline. They were learning the trade nicely. As time went by, Caroline would have the men pick up supplies when they needed them, and would send them to the irrigation store or landscape supply store as needed, which freed her up a little.

With the signs on the truck, and the Felco pruner on their hip, it was easy to tell that they were landscape workers.

One day, while at the irrigation store, another contractor who was at the store asked them if they would like to make more money. Of course, they were willing to listen, so the contractor laid it on thick, promised the moon and stars, and got them to agree to come to work for him with a five dollar per hour raise. Caroline burst into tears when she heard the news, and Dave could only hug her and console her, and tell her it would be alright. Dave did not think he could afford to match the other offer, so they lost their helpers.

This is where the word Ethics comes in. The definition of ethics is 'moral principles that govern a person's behavior'. Do you think what the contractor did was ethical? Does he have the right to build his business by stealing other people's trained employees?

I say Hell no, he does not ethically have the right to hurt other people for his own good. There is no law against it, but I think it stinks. And the offending contractor should be ashamed of himself.

Unfortunately, there isn't much we can do about it, except to call on each and every one of us, to act morally and in good faith at all times. We are ladies and gentlemen in the Green Industry, and we want to be proud of ourselves. It is hard enough to make a good living in this business without a cad stealing our people.

Build your business the old-fashioned way, one step at a time.

And the Friends you will make along the way will help you and love you.

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Ideas for 2021



In November our chapter board had a Strategic Planning session via Zoom and it was decided that since we can't be sure when it will be safe to resume our monthly educational meetings, we can't really schedule anything yet. But we are working on a list of possible topics of interest.

Some of those were: Erosion Control, Compost, Business Topics (estimating, recruiting & HR) and small businesses transitioning to the 2nd generation.

We would love to have our members give us some suggestions for 2021 Meeting Topics!

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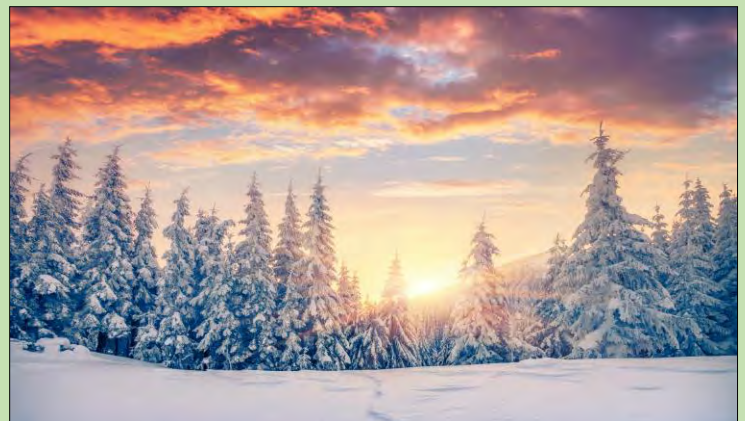
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Partners Program

General Notes:

- If you would like to swap items from within the categories, please contact the chapter (for example, if you do not play golf & prefer to swap golf attendance for awards sponsorship).
- Trades in kind can be discussed and welcomed. For example, if you would like to sponsor the golf lunch and would prefer to BBQ yourself in lieu of money.
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