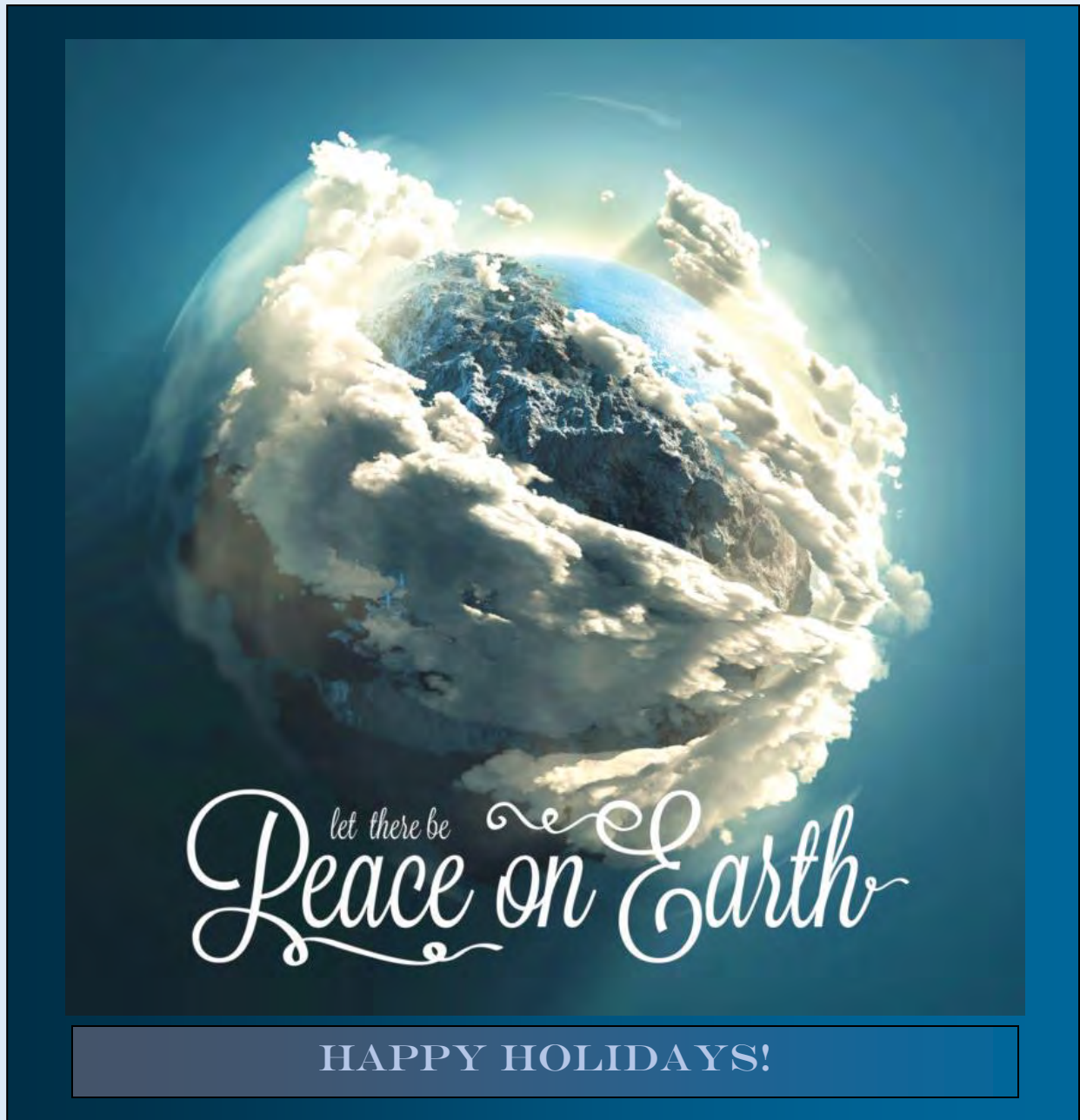




North Coast Journal

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION





It definitely goes without saying that 2020 was a challenging year on so many levels for everyone! But fortunately for our North Coast Chapter, we had GREAT leadership with **Chris Stewart of Bertotti Landscaping** as our board president! With his calm and organized management style, we had a REALLY good year! Chris has been on the board for several years and served as secretary and treasurer before becoming our president. Everything he tackles seems effortless, from his very time efficient board meetings to his spearheading of an upcoming Community Project. (see page 5).

Chris has also been an integral part of our chapter's Spring and Summer Training sessions over many years by helping to prep the training sites as well as teaching the classes.

Thanks for being such an amazing president Chris!!! *Connie Salinas ~Executive Director*



The Stewart clan: Chris, Alyce & Roland

North Coast Chapter's 2021 Board of Directors will be is as follows:

President: Chris Stewart President Elect/Treasurer: AJ de Lopez Secretary: Lindsey North
Education Chair: Henry Buder Membership Chair: Jeff Dibble Legislative Chair: Lou Penning
Environmental Committee: Lou Penning & Connie Salinas
General Board Members: Chris McNairy, Andrew Johnson, John Buchholz and Richard Sandifer.

2020 SUPPLIER OF THE YEAR

Chris McNairy

Hunter®



The North Coast Chapter of CLCA would like to recognize **Chris McNairy of Hunter Industries** for all the time and energy he has devoted to our chapter!

He has served on the NCC Board of Directors for the last 4 years as a general member. He has also been the driver of our Achievement Awards judging van on 2 VERY LONG days every May for **many years!!**

He is always willing to help with donations of materials to our training modules and for community projects, etc.

He is always a font of wisdom on so many levels for our chapter. He has a plethora of knowledge of this industry and always has great ideas! We know that he sits on a number of other boards, so we are very grateful to him for being there for us as well!

THANKS CHRIS!!!

The North Coast Chapter loves you!!!



OK.....well maybe driving
the Achievement Awards
judging van does have
SOME perks!



North Coast Chapter Board - Directors, Chairs & Members

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Chris McNairy
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North Coast CLCA Executive Director & Journal Editor

Connie Salinas

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rbarry@coastalevergreen.com

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(714) 545-1084

EXECUTIVE DIRECTOR

Sandra Giarde, CAE
CLCA
(916) 830-2780
sandragiarde@clca.org

COMMUNITY PROJECT: CLCA - North Coast Chapter

Women's Recovery Center in Santa Rosa*



Scope of Work

Pavers
Fence
Planters
Irrigation
Lighting
Mulch Area @ Planter Boxes



Before pictures of the Women's Recovery Center

Project dates and time

~ Possibly towards the end of January 2021
~ Estimated to be 2 weekends (both days)

* If you are interested in volunteering to help with this project, please call Connie @ (707) 217-2139

Donated Materials: Lindsey North from Creative Environments sits on our chapter board and volunteered to reach out for donated materials for this Community Project. She was able to secure what was needed in just a few phone calls, which was very encouraging. We plan to continue doing Community projects like this and if you are a supplier and would like to contribute materials next time please contact Connie @ (707) 217-2139.

ABOUT WOMEN'S RECOVERY SERVICES:

MISSION: Women's Recovery Services is a solution for families broken by a mother's addiction. Neglected children get their mother back, smile again, and swing open a new gate to the future. Mothers become sober, healthy, independent parents who bond the family together for the long term. Our Mission is to break the cycle of addiction for women in a safe residential setting, allowing them and their young children to live together while learning the life skills necessary to become strong, responsible contributors in their communities.

HISTORY: In 1975 Women's Recovery Services (WRS) was founded to provide residential addiction treatment exclusively for women. WRS has remained focused on women-specific services, which research consistently demonstrates helps women succeed in recovery.

POPULATION SERVED: WRS serves women with minor children, average age 26 years, with a history of substance use and mental health disorders. Nearly 80 percent come to us from underserved communities and are homeless. All the children have special needs based on a history of abuse, neglect and homelessness. We are licensed to serve up to 20 women and 12 children at one time.

More Good News and Innovations for a Healthier Planet

Answers from the Past

by Connie Salinas

In the 1967 film, “The Graduate”, the neighborly “one word” advice to a recently graduated Benjamin Braddock was “Plastics!” Well we all know where that has gotten us. Today we are drowning in plastic with roughly 12% of it being incinerated and 72% of it ending up in landfills.

But, sometimes a simple solution might be found by looking back in time to those things that worked. Enter **Tom Szaky of Loop**, whose current one word of advice would be “**Refillables**”.

“Loop’s theory is let’s learn from the past and go back to a model where when you buy your deodorant, you’re borrowing the package and just paying for the content,” he says.



Turns out that the concept of returnable, refillable containers has gone down in history as the best way to recycle. Back in the day with Coca-Cola bottles, the two-cent deposit was about 40% of the cost of the product and the rate of return was around 98%.

As Szaky says, “Plastic as a material is not the villain, but the way it’s used and the idea of single-use plastic is a concept that is now 70 years old. “We vote blindly, day after day after day, with money, telling companies what we want, and we need to take that seriously,” he says. “We should buy less and make sure the things we buy are circular.”



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.

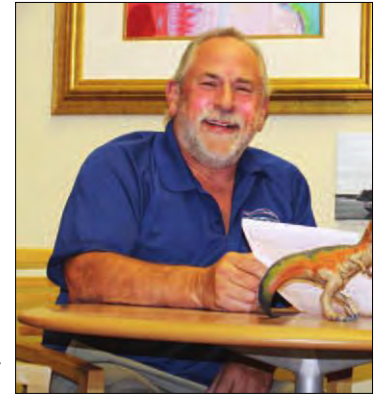
Connie Salinas – Journal Editor

LEBO NEWMAN

INDUCTED INTO THE GREEN INDUSTRY HALL OF FAME

Chairman of the Board, Signature Coast Holdings

Lebo began his career in the landscape industry after studying Architecture at the University of Tennessee. He moved to Southern California and then fell in love with the lush year-round landscapes of California and switched his concentration to the landscape field. Moving to Northern California in 1974.



Lebo's companies were built on simple values such as 'Do what you say'; 'Be a Leader in all that we do'; and 'Have a Passion for everything we do'. These values are what Lebo followed to be so involved in the Green Industry and its aspects of Certification, Water Management, hiring, developing and placing women in positions of leadership, educational scholarship promotion and many other industry leading areas.

Lebo was President of CLCA in 1991. The Press Democrat in Santa Rosa, Ca. once described Lebo as 'an involved business-oriented community activist with a vision'. He is a CLCA Life Member, Allegiance Award Recipient. Auxiliary's Knight of the Garter. Lebo has served on LEAF – CLCA'S Landscape Education Advancement Fund Board for over 25 years and created many scholarship funds both in the names of his companies and in honor of Industry leaders while striving to encourage others to do the same and keeping the Fund strong financially for years into the future. He feels it is very important to encourage and support young students to enter and learn how to thrive in our industry.

Lebo chaired the CLCA's CLT committee that wrote and developed the Maintenance portion of the CLT test. The original test was performed in a trial run in Sonoma County while Lebo was the North Coast Chapter President.

Lebo has served on Golden Oak Cooperative that owns Landscape Contractor's Insurance Services and Birch Financial. Lebo has performed duties for numerous CLCA chapters judging their Achievement Awards as well as serving as Master of Ceremonies for the programs. He has judged the CLCA State awards five times and served as their MC several times. He has also served as a Judge and coordinator for many CLT tests over the years.

Lebo has served the Green Industry continuously for over 46 years of leadership and educating Landscape Contractors. He has dedicated his entire career to the advancement of the Green Industry.

This recognition is well deserved.



To see all of Lebo's contributions to the Green Industry click here:
<https://www.greenindustryhalloffame.org/inductees/lebo-newman/bio>



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Honoring the 'Best of the Best'

"The best of the best" of green industry professionalism was honored during a gala State Trophy Awards Ceremony, presented online by the California Landscape Contractors Association on November 14.

Richard Cohen Landscape & Construction, Inc. won the prestigious Stuart J. Sperber Memorial Sweepstakes Trophy Award for the McKee Residence. The award, sponsored by Devil Mountain Wholesale Nursery, honors the entry deemed "best of show."



Click here to see all the STATE WINNERS: <https://www.clca.org/trophy-awards/>

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!

Call or email Connie with your ideas: (707) 217-2139 or heyconniesalinas@hotmail.com



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PLANT SPOTLIGHT

Nemesia "Bluebird"

(Nemesia) **Bluebird Nemesia** has a multitude of blue-purple petite blooms contrasted with a bright yellow eye. Bluebird Nemesia has an upright growth habit of 10-12" high and its clove-scented fragrance is an added bonus!

Landscapes Unlimited is a wholesale nursery located 3 miles west of downtown Petaluma, California. We offer over 800 varieties of landscaping plants in 1 through 15 gallon sizes. If we don't have what you need, we will special order it for you.

Landscapes Unlimited has been in business since 1981 and has a reputation of supplying beautiful and healthy plants. Our staff has an average of almost 20 years experience in the industry and is very knowledgeable about plants and the climates they tolerate.





ReScape Rated Landscapes are certified using a rating system that recognizes excellence in sustainable landscape design, construction and maintenance practices. This voluntary rating system applies to new construction or major renovations of civic, commercial, institutional and multifamily property landscapes. It provides property owners and landscape professionals with a flexible, systematic framework for creating healthy, drought-tolerant and environmentally sound landscapes.

The Benefits of ReScape Rated Landscapes

Incorporating ReScape practices in the design, construction and management of landscapes can provide many benefits, including:

- 50%–90% water savings compared to an existing conventional landscape
- 30–70% maintenance labor savings
- 85–95% weed suppression without toxic chemicals
- 70–80% reduced runoff
- 117 metric tons/acre greenhouse gas reduction equal to taking 22 cars off the road for a year

The ReScape Rating System can also assist projects meet and comply with the [2015 California Water Efficient Landscape Ordinance](#).

Read more about the [benefits of ReScape Landscapes](#).

Eight Principles & Practices - The ReScape Rating System is based on the [Eight Principles and Practices](#), ReScape Landscaping Guidelines and uses the ReScape Landscape Scorecard, a well-established tool that helps project teams plan, track and verify the practices they implement to improve their landscapes.

How to Become ReScape Rated

ReScape Rating is intended for landscape projects that:

- Are civic, institutional, commercial or multifamily residential properties;
- Are undergoing new landscape design and construction or major renovation; and
- Have an irrigated area of 2,500 square feet or more

How to Become a ReScape Rater

In order to receive a ReScape Rater Qualification, you must do the following:

- Be a current ReScape Qualified Professional
- Attend a ReScape Rater Training
- Pass a final exam

ReScape Rater Trainings are held intermittently. For more information about upcoming Rater Trainings, look for postings on our [Events Calendar](#) or contact us at info@rescapeca.org.



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Cheers
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LOOK FORWARD TO SEEING EVERYONE IN 2021!

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Become a North Coast Chapter Partner in 2021



California Landscape Contractors Association • North Coast Chapter

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.
- Preference will be given to those who have sponsored specific items in the last year. After that it is first come, first choice.
- A "Top Award" is either the Excelsior, Sweepstakes or Judges Award.

Partner Levels

- ☐ **Diamond Partner \$1650**
- 1 Top Award Sponsor (or 2 Basic Awards if top awards are taken)
 - Golf Foursome and Golf Sponsorship
 - 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- ☐ **Platinum Partner \$1200**
- Golf Tournament Sponsor
 - 1 Round of Golf
 - 1 Award Category Sponsorship (Basic)
 - 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- ☐ **Gold Partner \$900**
- Select one:
- ___ Golf Tournament Sponsor and 1 Round of Golf, OR
- ___ 1 Award Category Sponsorship (Basic).
- 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- ☐ **Silver Partner \$600**
- 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- ☐ **Contractor Partner \$500**
- 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website

Ala Carte Menu

Training for Landscape Industry Certification

- ☐ Breakfast \$100 (3 available) \$ _____
- ☐ Lunch \$350 (3 available) \$ _____
- ☐ Materials \$250 (3 available) \$ _____

Holiday Party

- ☐ Donation for DJ \$500 \$ _____
- ☐ Donation for Wine \$400 \$ _____
- ☐ Donation -Appetizers \$500 \$ _____

Golf

- ☐ Hole/Tee Sponsor \$150 \$ _____
- ☐ Special Holes - Closest, Longest, Hole in One \$150 \$ _____
- ☐ Lunch \$800 \$ _____

Awards

- ☐ Table Decorations \$500 \$ _____
- ☐ Wine \$800 \$ _____
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- ☐ Regular Award Sponsor \$350 \$ _____
- ☐ Slide Show \$500 \$ _____
- ☐ Application Sponsor \$500 \$ _____
- ☐ Invitation Sponsor \$300 \$ _____

General

- ☐ All Dinner Meetings \$250 \$ _____

Partner Level Total \$ _____

Ala Carte Total \$ _____

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