



San Luis Obispo Chapter
California Landscape Contractors Association
Representing the Landscaping & Irrigation Industry



Life is better when you're fishing!



I have a lot of fish puns, but I'm just going to drop a line every now and then... join the CLCA SLO Chapter for the annual fishing charter, and a day of sun and surf with your colleagues on Friday, May 31st; you and your team don't want to miss this trip! After all, this is an "o-fish-ial" event!

For just \$150/angler + license, you get a full day on the sea, and are

guaranteed to come back with bags full of fish – you might even call it a "reel-y" good time.

Meet at the **Harford Pier:**

3975 Avila Beach Dr, SLO, CA 93405

5am – Arrive at port (board by 5:30am)

6am – Boat leaves for the open water

2pm – Boat returns to port and we all go home with a full bag!



Contact **Mike Kneeskern** at mkneeskern@siteone.com or drop a line at 760.520.5412 to secure your spot. Fees include your spot on the boat and all bait. Rods & fishing license available for an additional fee. Sadly, sand dollars not an official form of payment.

Food and drink available for purchase (cash only). Fish cleaning is included, but tipping the crew is customary. No ice chests, fire arms, alcohol or illegal drugs, please.

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www.clcaslo.org

2024 CLCA SLO Chapter Officers

President	Brandon West	805 West Landscape	bwest1@gmail.com	805.975.4761
Immediate Past President	Matt Hames	SiteOne Landscape Supply	mhames@siteone.com	805.550.2949
Secretary	Brandon Schmiedeberg	Schmiedeberg Designs	schmiedeberg15@gmail.com	858.967.6217
Treasurer	Mike Kneeskern	SiteOne Landscape Supply	mkneeskern@siteone.com	805.464.1393
Associate Member Rep	Gina Hall	Horizon / SCP Distributors	gina.hall@poolcorp.com	805.434.7382
VP Membership	Ian Parker	Madrone Landscape	ian@madroneLandscapes.com	805.466.6263
VP Legislation	Paul Wait	Zurn Wilkins	Paul.Wait@Zurn.com	-
VP Education	~vacant~			
VP Events	~vacant~			

2024 CLCA Board of Directors

President	Tom Sweeney	(925) 372-7973
President-Elect	Lindsay Ono	(661) 395-4938
Past President	Evan Moffitt	(805) 616-9858
Secretary/Treasurer	Alex Salazar	(818) 768-8594
Executive Director	Sandra Giarde	(916) 830-2780
DIRECTORS		
Education	Kristin Gallego	

Membership	Sal Hernandez	
Events	Ana Cooper	(510) 674-2300
Legislation	Jay Martinez	(916) 549-8895
Resource Management	Paul Hansen	(714) 545-1084
Associate Member	Jeff Calhoun	
Chapter Pres. Council North	Andrew Johnson	
Chapter Pres. Council South	Ian Campbell	(760) 582-5764

CLCA SLO Past President's

2020-22 Matt Hames Landscape Development, Inc.	2011 Aaron Huxley Hunter Industries	2004 John Doyle J Doyle Landscaping	1995 Danté D'Alfonso D'Alfonso's Landscape
2016-19 Evan Moffitt SiteOne LS Supply	2009-10 Erik Wolting All Seasons Gardening & Landscaping	2002-03 Pat Connelly St. Francis Landscape	1994 Duane Morris Duane Morris Landscape
2014-15 Mike Kneeskern SiteOne LS Supply	2007-08 Jim Trask California Water Shapes	1998-2001 Bruce Courter Day Star Enterprises, Inc.	1993 John Ruggiero Arcadian Gardens
2012-13 David Brown Mari Landscaping	2005-06 Erik Wolting All Seasons Gardening & Landscaping	1996-98 Lloyd Gracey Pacific Coast Landscapes	1991-92 Bruce Courter Day Star Enterprises, Inc.

President's Message



Hello fellow CLCA SLO members!

April showers bring May flowers! The rain has continued this month, and the flowers in our landscapes are all starting to pop. What an amazing place for us to all live and work.

Thank you to the new and returning partners for the 2024 year. It makes a big difference for each of us participating in the events and gatherings throughout the year. We would love to see you all attending next month's fishing event, and preparing for our annual beautification awards in July. Submissions due May 31st!

We are still looking for additional partners to join our Partner's Program. This not only is a great help for our chapter, but it gets you instant access to all of our events throughout the year.

I'm also happy to share about our Community Charity Event that our chapter sponsored. Check out photos and a description of the project on page 5.



2024 Partners Program

CLCA San Luis Obispo Chapter

Annual Sponsorship <small>(value* of sponsorship)</small>	Platinum <small>(\$3,000)</small>	Gold <small>(\$2,085)</small>	Silver <small>(\$1,385)</small>	Bronze <small>(\$935)</small>
Company Name and Logo in SLO Xpress and Website Link*	\$300.00	\$300.00	\$300.00	\$300.00
Recognition at all events on Partners Banner*	\$150.00	\$150.00	\$150.00	\$150.00
Fishing Trip Sponsorship	\$500.00	\$500.00		
Fishing Trip Ticket	\$150.00	\$150.00	\$150.00	
Beautification Awards Premium Sponsorship	\$800.00			
Beautification Awards Winner Sponsorship		\$500.00		
Beautification Awards Outstanding Achievement Sponsorship			\$300.00	
Beautification Awards Dinner Ticket		\$60.00	\$60.00	\$60.00
Golf Tournament - Hole Sponsor	\$200.00	\$200.00	\$200.00	\$200.00
Golf Tournament - Single		\$225.00	\$225.00	\$225.00
Golf Tournament - Foursome	\$900.00			
Total Cost:	\$2,600.00	\$1,800.00	\$1,200.00	\$900.00

* Perceived value.

We **MUST** receive your commitment by April 8, 2024, to put your name on the sponsor banner.

The SLO Chapter of the California Landscape Contractors Association has my support. For the 2024 calendar year, I/we are committing to be sponsors at the following level:

___ Platinum ___ Gold ___ Silver ___ Bronze

Name: _____ Signature: _____

Company: _____ Date: _____

Address: _____ Phone: _____

City/State/Zip: _____ Email: _____

Please email your digital logo to Brandon Schmiedeberg at schmiedeberg15@gmail.com by April 8, 2024.

Contact Gina Hall at (805) 434-7382 with questions or special requests.

Note: All items are also available a la carte at any time. Modifications can be made on request.

CLCA SAN LUIS OBISPO CHAPTER

2024 SLOXPRESS ADVERTISING RATES

Please fill out and email to Editor **Brandon Schmiedeberg**, Schmiedeberg Designs

schmiedeberg15@gmail.com • (858) 967-6217 • Call for technical info, questions, or details

COMPANY _____ PHONE _____

CONTACT _____ EMAIL _____

BILLING ADDRESS _____ CITY _____

STATE _____ ZIP _____ COMPANY WEBSITE _____

I authorize to insert my ad in the SLOXPRESS on a monthly basis as specified:

YEARLY COST 12 ISSUES

- | | | |
|--|------------|----------------------|
| <input type="checkbox"/> FULL PG (8 1/2" W x 11" H – add 1/4" bleed) | \$2,220/yr | \$185 per newsletter |
| <input type="checkbox"/> 1/2 PAGE (Vertical – 3 5/8" W x 9 5/8" H) | \$2,100/yr | \$175 per newsletter |
| <input type="checkbox"/> 1/2 PAGE (Horizontal – 7 1/2" W x 4 5/8" H) | \$2,100/yr | \$175 per newsletter |
| <input type="checkbox"/> 1/4 PAGE (3 5/8" W x 4 5/8" H) | \$1,200/yr | \$100 per newsletter |
| <input type="checkbox"/> 1/8 PAGE – Business Card (3 5/8" W x 2" H) | \$420/yr | \$35 per newsletter |

** Ad fees for partial years are prorated to end of year (see cost per newsletter)

DEADLINE for ads: 15th of the month prior to publication

START DATE _____ TOTAL PAYMENT: \$ _____ Date _____

Signature _____ Title _____

Make checks payable to: CLCA SLO (copy mkneeskern@siteone.com on submittal)

Technical Info:

Ads must be submitted as a PDF, JPG, or PNG file. All items (logos, photos, etc.) must be 300 dpi.

Ads received outside of size requirements may be reformatted or cropped to fit as required.

**YOUR
ADVERTISE
MENT
SHOULD GO
HERE**

Send any inquiries via email to
our Secretary/Editor:

schmiedeberg15@gmail.com

and send payment to our

Treasurer:

mkneeskern@siteone.com

We encourage our members
to call our advertisers first!

Your company could be highlighted in a future issue of the CLCA SLO Newsletter! Interested in learning more about how to be featured? Contact our membership chair **Ian Parker** at (805) 234-5797 or via email at ian@madronlandscapes.com.

Thank you to the following companies for their generous support of the CLCA SLO Chapter.

Interested in learning more about our Partners Program? Contact **Gina Hall** at (805) 434-7382 or via email at gina.hall@poolcorp.com. Your support makes a huge difference to our chapter.



Become a sponsor today! See the [sponsor packages](#) available, or click [here](#) to sign up.

Spotlight: CLCA SLO Charity Project

It gives us great pleasure to announce that the CLCA SLO chapter was able to implement a new children's garden at Anna's Home in Paso Robles. This space was designed to help provide a place "for kids to be kids" during a potentially difficult transition in life, and we're pleased to be a part of it. Special thanks to the following companies, who were instrumental in the design, development, and construction of the space:

- BEK Collective
- Restorative Partners, Inc.
- SiteOne Landscape Supply
- Paul's Concrete
- Purlieu Landscapes
- Schmiedeberg Designs
- Madrone Landscape
- 805 West Landscape, Inc.



Beautification Awards: Call for Entries!

The CLCA SLO chapter awards encompass categories covering residential and commercial landscape construction, maintenance, and design/build, along with hardscape, outdoor lighting, and sustainable landscaping. This is one of the chapter's biggest events.

Submit your best projects from this past year! We are offering a discount on the entry fees to help maximize your number of entries – pay to enter two projects and get the third free (what a deal!). The **entry fee for each project is \$150** and to qualify for this discount must be **received on or before Friday, May 31, 2024**. Reach out to **Brandon West** at bwest1@gmail.com for more information or to submit an application.

Projects will be judged by retired experts in the landscaping field or other experts from outside of our chapter area. They will be looking at the skill and quality of workmanship of every aspect of your project. Don't forget to spruce up your projects for final presentation. Previous construction entries (non-winners) may be re-entered, as long as the completion date adheres to this year's date. All previous maintenance entries (as well as new entries) may be entered every year.



Backyard Resort Vibes – Landwell – John Thomas Award Winner – 2023 Beautification Awards

Beautification Awards: Sponsors Needed!

The San Luis Obispo Chapter of CLCA would like to invite you to participate, as a sponsor, in our annual 2024 Landscape Beautification Awards Program. Many of you have requested this sponsorship be available at the beginning of the year for your business budget procedures, and we're doing the best we can.

Please choose from the awards categories on the next page. Some of the categories are already reserved from rolling sponsorships each year. As a sponsor, your company will be seen as a leader in the landscape industry in our local area. Your company name will appear on the category plaques, in the programs, and in media releases.

We would surely enjoy your company sending a representative(s) to help present the award that you sponsored. One representative's dinner is included in your sponsorship. The cost of additional tickets for the banquet are \$60.

Beautification Awards: Select your Category!

Not sure where your projects best fit? Here's a list of the award categories and descriptions available. Note that you can submit projects to any of number of category 1-14, and the judges will select the projects they feel best represent each of the special awards for category 15-19.

	Categories	Description
1	Small Residential	Single-family residence with landscaping cost under \$25,000.
2	Medium Residential	Single-family residence with landscaping cost \$25,001 - \$75,000.
3	Large Residential	Single-family residence with landscaping cost \$75,001- \$150,000.
4	Residential Estates	Single-family residence with landscaping cost exceeding \$150,001.
5	Small Commercial	Any type of building or structure used for business or manufacturing; including apartments, condos, and model homes, with landscaping costs less than \$60,000.
6	Medium Commercial	Any type of building or structure used for business or manufacturing; including apartments, condos, and model homes, with landscaping costs more than \$60,001-\$150,000.
7	Large Commercial	Any type of building or structure used for business or manufacturing; including apartments, condos, and model homes, with landscaping costs exceeding \$150,001.
8	Sustainable Landscape	Water conservation through creative landscaping (Commercial or Landscape Residential).
9	Hardscape	Creative or best use of construction materials (Concrete, wood, masonry, etc.) Must be constructed by the applicant's company.
10	Small Residential Maintenance	Landscape maintenance on single family residential property started prior to June 1, 2022, with less than 7,000 SF of total landscape area.
11	Large Residential Maintenance	Landscape maintenance on single family residential property started prior to June 1, 2022, with more than 7,000 SF of total landscape area.
12	Small Commercial Maintenance	Landscape maintenance on commercial property started prior to June 1, 2022, with less than 7,000 SF of total landscape area.
13	Large Commercial Maintenance	Landscape maintenance on commercial property started prior to June 1, 2022, with more than 7,000 SF of total landscape area.
14	Landscape Lighting	Any landscape lighting project of any size.

15	Newcomer Award	Best first-time entry
16	Design / Build	Awarded to the best project that was designed and built by the same company. Any project may qualify for this award but only if a copy of the plans are submitted.
17	Pat Connelly Memorial	Awarded to the residential project that best exhibits excellence in craftsmanship.
18	Bruce Courter Memorial (Sweepstakes - Const)	Presented to entry judged best overall landscape construction from all categories.
19	John Thomas Memorial (Sweepstakes - Maint)	Presented to entry judged best overall landscape maintenance from all categories.

What are you waiting for?? Submit your entries today, and don't forget to sign up to attend the Awards Ceremony on July 19th at the SLO Botanical Gardens. Hear about organizational updates, enjoy delicious food, and celebrate everything our local C-27 contractors are doing. See you there!