



The Cape Cod Green Scene

Industry News and Events from the Cape Cod Landscape Association

August 2010
Volume 3, Issue 1

20 Years and Going Strong

The CCLA Golf Tournament is one of those events that builds and builds every year. Last year's golf outing would have better been played in kayaks than golf carts. Yet the tournament was a success. The only real golf to be had last year was an indoor putting contest.

So why has this event been so successful? Is it the well run tournament? Is it the lively fun auction or the challenging course, maybe it is the vast array of prizes and gifts? Could it even be the food?

As we embark on the 20th Annual CCLA Golf Tournament I believe it is all of these things and much much more. It's the competition, the coming together of an industry that competes with each other in business the rest of the year. Our tournament has grown to be larger than the event itself.

All of those involved in this tournament know that this is one of the CCLA's crowning achievements. Thousands of dollars have been awarded over the years to benefit the Mike Stacey Memorial Scholarship Fund. Even last year when we were forced to stay inside, the members of the CCLA made this event a success. Over \$6,000 was awarded this year in scholarships due to this event. You are invited to become a part of an event that is more than a great day of golf.

So put your foursomes together, compete for cash and other prizes and participate in our raffle and auction. You will not be disappointed. The tournament is limited to the first 144 paid golfers so lock in your spot now.

Pre register by August 31st for only \$120. This will include greens fees, cart, and dinner following the event.

For more information on the event or how to become a sponsor please contact Diane at 877-432-3156 or email her at ccla1999@comcast.net.



To benefit our Mike Stacy Memorial Scholarship Fund

CAPE COD LANDSCAPE
ASSOCIATION

Saturday, October 2nd, Quashnet Valley Country Club. Mashpee, MA

Officers

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Angela Cenzalli
E.J. Jaxtimer Landscape Division
508-778-6466

Vice President

Steve Davis
Grass Roots Irrigation
508-428-4772

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Coastal Equipment
508-428-8808

Candace McKeone
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Dustin Wolfe
Artistic Grounds
508-420-0100

Executive Director

Diane Johnson
877-432-3156

Email: ccla1999@comcast.net
www.capecodlandscape.org

President's Message

According to the dictionary the definition of crazy is "Affected with madness; insane". Some might well describe this landscape season in such a way. After speaking with many of you it seems that this season not only had its usual "craziness" but there were added elements including the economy, resource scarcity and an unknowing of what the future really held. Planning was difficult at the easy points.

With all that behind us, we are thinking of fall clean ups, finishing the year strong, snow removal and winter relaxation. I am also thinking about my presidency coming to an end. I can not believe that it has been almost 2 years. I have been involved with the Association for almost 6 years and I have watched the Association grow and move with the times.

The Cape Cod Landscape Association has so much to offer its members and so much more it could do. You will see throughout the newsletter the many activities are happening.

Committees are ramping up and taking a more active role in the day to day business of the Association. Take some time to read the **Legislative Committee** report and see what the future holds for our business. The **Membership Committee** is working on bringing our members more benefits like a searchable, up to date membership directory.

The current Board of Directors will be conducting an analysis for the future of the Association; if you receive an invitation to join us please make the time to do so.

The **First Annual Cape Cod Snow Show** is an exciting new idea that we are bringing to you all. Why go off Cape to look at new snow equipment and learn about new procedures and opportunities? Do it in your own backyard.

The **20th Annual Memorial Golf Tournament** is quickly approaching. Get involved and support our only fundraiser for our tuition program. Buy a Tee Sign and show your support. Bring a foursome and enjoy the festivities. Not a golfer, how about volunteering for the day? We need your help.

Finally, there are **monthly education meetings** planned with great speakers and networking. There has never been a better opportunity to get involved in the Association and be a part of its direction and future. As Gandhi said "be the change you wish for in the world".

Angela Cenzalli, MCLP
President

▶ NATURAL STONE
PAVERS

▶ TREADS

▶ CONCRETE
PAVERS

▶ TUMBLED STONE

▶ GRANITE
Posts, Steps,
Curbing

▶ OUTDOOR SHOWERS

▶ CUSTOM CUT STONE

▶ STONE VENEER
Thin Sawn & Panels

▶ WALLSTONE

▶ LANDSCAPE LIGHTING

▶ FIRE PITS
Pre-packaged Kits
Veneer

▶ LANDSCAPE TIES

▶ NATURAL STONE
STEPS

▶ BEACH PEBBLES

▶ BLUESTONE

▶ BROWNSTONE

▶ OUTDOOR KITCHENS



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Annual Member to Member Meet and Greet

It is very exciting to announce that after more than 20 years of hard work the CCLA's membership continues to grow. As many of us are experiencing a difficult economic environment it is comforting to know that the CCLA is as strong and dedicated to the landscape industry as ever.

Please come and join us on August 26th 2010 as we welcome 39 new members to our association. A cash bar will be available and dinner will be provided. As always we will have welcome gifts for all in attendance.

We will be meeting from 6:00 to 9:00 at The Golf Club at Yarmouthport, Ardeo Grille at Kings Way, Route 6A, Yarmouthport.

For you golfers, Paula Marlowe has arranged special golf rate for 9 and 18 holes! To set your tee time give her a call at 508-221-5458.

Our Annual Meet and Greet is a fun and relaxing time. Please RSVP by email ccla999@comcast.net or by phone at 877-432-3156. Hope to see you there.

Think Snow

With the dog days of summer upon us it seems a little off topic to be talking about snow. However, being prepared can go a long way to having a successful and profitable winter.

**September 9, 2010
4-8 pm
Radisson Hotel,
Hyannis**

The CCLA been hard at work to provide you with the education to help your company be better prepared this season.

On September 9, 2010 our monthly meeting will be a snow event. It will be held at the Radisson Hotel in Hyannis and will be from 4pm to 8pm. In addition to key topics from our speakers, We will have plow, sander, and supply vendors on display to help you strategize on the upcoming season. This is one meeting you will not want to miss.



Milton



Magic **Salt**





Thursday
Sept. 9, 2010
4PM - 8PM
Radisson Hotel
Hyannis, MA

CCLA is proud to host our first Snow Show Expo.....Just in time to help you prepare for another snowy winter on the Cape Join us for an afternoon of Snow & Ice related equipment displays and educational talks.

Outside: Equipment related to Snow Removal and Ice Management will be on display. Looking for a new piece of equipment, wondering which equipment you need for liquid de-icers.

Inside: Vendors will be available to display the hottest new ice management technologies, Ice Melting Products, Tools etc.

Vendors will be on display from 4PM - 8PM.

Education: Several professionals will be doing 20 minute talks on different snow and Ice management topics, including treated salt, Liquid De-Icers and the technology requirements of Highway DPWs

There is no charge for CCLA members. ***Non members and guests are asked to make a \$5 donation at the door to the Mike Stacey Memorial Scholarship Fund.*** There will be a cocktail hour, with a cash bar and complimentary appetizers from 5PM - 6PM

For More Information contact CCLA1999@comcast.net or phone 877-432-3156

Legislative Committee Report

As an organization the Cape Cod Landscape Association has grown both in size and influence. Along with growth and influence comes greater responsibility to our body of membership. Each issue of the CCLA newsletter will now incorporate a brief synopsis of important legislative issues that directly impact the Green Industry here on Cape Cod and beyond. As a multi billion dollar industry in New England we as an organization need to do some of the heavy lifting when it comes to activism.

For years our industry has been dictated to by lawmakers who only heard one side of many issues that negatively impacted our livelihoods. The time has come to make our voices heard, we need to be proactive instead of reactive. Please help me to make this section of the newsletter interactive. If you have any questions or concerns regarding political issues that will impact our industry's future, please contact us.

I look forward to taking a new step toward an informed membership who will make their voices heard to preserve our way of life.

There are many bills that will change the way landscape and irrigation companies operate, for instance **Senate Bill 107** will soon require the certification and registration of all irrigation professionals. The company will need to hold a permit allowing them to operate under the title of an irrigation contracting business. In order to operate as a certified company there needs to be at least one certified employee who can oversee installation and maintenance of irrigation systems. This bill is just one example of laws that many who operate within our industry are not familiar with. The more informed we as an industry can become, the more professional our teams will be.

Steve Davis MCH, MCLP
CCLA Vice President
Co-Chair Legislative Committee

Membership Committee Report

The second phase of the CCLA website is in the final preparations and will be unveiled to the membership in November.

The Membership Committee has given a great deal of thought and research into developing a membership directory that will be able to do the following:

1. Communicate to other members
2. Provide updated contact information
3. Services and service areas for each member
4. Organize and classify memberships/members
5. Searchable database content

Features of the directory:

1. Member will be able to maintain basic information
2. Members will provide a brief description of company
3. Drop down menus for consistency
4. Ability to upload company logos

Stay tuned for more information about the re-launch of the CCLA's membership directory.

Board Member Spotlight

In January 2009, Candace McKeone joined the Cape Cod Landscape Association's Board of Directors. Candace and her husband, Keith McKeone, founded Patriot Landscape in 2002.

Based in Mashpee, Patriot Landscape offers maintenance and construction, specializing in concrete pavers and segmental retaining walls. Along with her MCLP and CLP, Candace is both an ICPI Certified Concrete Paver Installer and an NCMA Certified Segmental Retaining Wall Installer.

Candace is also hard at work and close to completing a masters program at UMass Dartmouth. Candace expects to earn her MBA in Spring 2011. Promoting professionalism in the landscape industry on Cape Cod is what draws Candace to serve on the board and she is dedicated to the cause. Candace and Keith have three great kids and their favorite hobby is scuba diving in the Caribbean. Be sure to introduce yourself to her at the next CCLA event.



To benefit our Mike Stacy Memorial Scholarship Fund

CAPE COD LANDSCAPE
ASSOCIATION

20th Annual GOLF TOURNAMENT



**Proceeds to benefit our
Mike Stacy Memorial
Scholarship Fund**

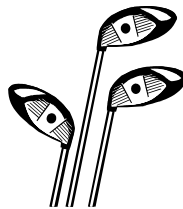
Saturday, October 2
1:00 PM

Quashnet Valley Country Club

PRIZES

DONATIONS

- Please consider donating a raffle gift
- This year we awarded over \$6,000 in scholarships due to the success of this annual event!



- Cash prize for first place
- Raffle after the event
- Our ever-popular 50/50 raffle
- Vegas Hole
- \$10,000 Putting Contest
- Hole In One Prizes
- And more...

~ \$120 for each pre-registered golfer by August 31 ~ \$140 as of September ~

Tournament will be limited to first 144 paid golfers.

Price includes greens fee, cart and dinner following the tournament.

DISPLAY YOUR COMPANY NAME WITH A TEE SIGN

\$100 sign sponsorship

For more information call Diane @ 877-432-3156 or ccla1999@comcast.net

Mail to:

CCLA
PO Box 1327

Phone: 877-432-3156

Name _____

Company Name _____

Address _____

Credit Card _____

M/C VISA DISCOVER AMEX EXP DATE _____

- Sign Sponsorship \$100
- Golfer - pre-registered \$120
- Foursome—pre-registered \$480
- Raffle Gift

Donation

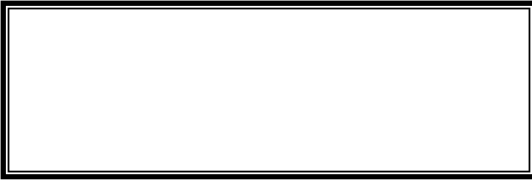
Gift Certificate

TOTAL.....\$_____



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Calendar of Events

August 26—Meet & Greet, The Club @
Yarmouthport, 6-9pm

August 31—Cast Lighting Seminar,
Stonewood Products, Mashpee

September 9—Cape Cod Snow Show
Radisson Hotel, 4-8pm
Outdoor Exhibitors, Indoor Education

September 25—Organic Turf
Management (Chip Osbourne 9-12pm)
NoFA, Pesticide, MCLP Credits Pending
Hyannis Country Gardens—RSVP Re-
quired

September 30 UMASS IPM Walkabout
Scouting for Diseases of Woody Orna-
mentals, College of the Holy Cross

October 2—20th Ann Golf Tournament,
Quashnet Country Club, Mashpee,
1pm Shotgun

October 14—Monthly Meeting
Kevin Van will present “The Value of
and Evaluating Your Business”
5:30pm Heritage House Hotel, Hyannis

November 1—UMASS—Green School

November 11—Monthly Meeting
Landscape Lighting, Up Sells and More
5:30pm Heritage House Hotel, Hyannis

December 9—Monthly Meeting
Dickran Babigian, “Forecast for the
Future”
5:30pm Heritage House Hotel, Hyannis

January 3—Feb. 17 UMASS Winter
School for Turf Managers

January 8—Annual Meeting &
Holiday Party
Location to be Announced

February 2-4, 2011 New England
Grows, Boston

February 10—Monthly Meeting

Thursday, March 3, 2011—PES and
Trade Show, Resort & Conference
Center at Hyannis, MA