

**FEBRUARY 26, 2015 NEWSLETTER**

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**THIS WEEK:**

The next meeting of the Tri-Valley Executives' Association will be held on **March 5<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

**GREETERS** will be **Sheri Facciolla** of Patriot Pest Management and **Manny Martin** of Amador Valley Property Management.

The **TWO TRUTHS** will be given by **Allen Eddy** of Cal Coast Plumbing.

**Cory Pinter** of Logo Boss will give the **CLASSIFICATION**.

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**HELP WANTED:** Custom Exteriors is in need of part-time canvassers. If you know of someone or for more information, call Kevin Gundry 249-2280.

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**TWO TRUTHS:**

BY WAYNE YEAW, ALPHA OMEGA PRINT

1. The business has had 4 names in 30 years.
2. All of Wayne's children, his mother-in-law and brother-in-law have all worked there.
3. Alpha Omega Print is a Certified Direct Mail Facility.

Alpha Omega Print has only been known by three names: American Speedy Print, Allegra Print & Imaging and Alpha Omega Print & Marketing.

For any direct mail advertising and printing of all kinds, call **Wayne Yeaw** at Alpha Omega Print & Marketing 426-2511.

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**FINES:** All fines are now \$2.00.

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**UPCOMING:**

March 19 – Dorn Driggs, Aflac

March 26 – Wayne Yeaw, Alpha Omega Printing

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at \$100 with 3 white marbles (\$5), 1 blue marbles (\$10) and 1 red marble (the Pot).

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**ELECTIONS:**

Time to vote! Send in your nomination for the **Executive of the Year**. Your nomination should be for the member who you believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality that you think should be awarded "Executive of the Year".

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**CLASSIFICATION:**

Due to a friend's persuasions, talking about how much money they could make, **Terry Johnston** left college and moved to the Bay Area. The money was higher, but so were the expenses, and school never re-entered the equation.

For 15 years, Terry managed a supply house and focused on teaching his contractor clients how to properly set up irrigation systems and outdoor lighting. They were so successful that they added other product lines such as fertilizers. Their success was due in part to the education that Terry provided.

In 1993 Terry got married and now has 3 children: Max, Morgan and Maddison.

One of Terry's clients was Steve Grimes of R&S Landscape. Steve started talking with Terry about selling the business. In 2008, Terry purchased the business and is focusing on growing his own business the same way he helped grow his employer's business before.

About 67% of a household's water consumption is used for outdoor landscaping. Most yards are overwatered by 20-30%. By using "smart" controllers that use weather conditions and ET (evapotranspiration) to "decide" what days are appropriate to water, you can cut your usage and cost.

Although the new controllers customize each zone's irrigation, calculating ET value for each zone based on location, soil type, landscape slope, plant type/density, sun exposure, sprinkler type and root-depth requirements, they will overwater if not programmed properly. Rainbird has one of the best and most advanced controllers, which gathers on-site weather data (others gather data from a central service based on zip code). There are newly designed heads that can cut water use in half, if programmed properly, and water longer with less runoff. Each irrigation valve releases 12 gallons of water per minute. New pressure regulators can also save 50% of the flow of water.

Your controller is only as good as what is in the ground and you should have your lines inspected for wear and leaks. Terry also suggests that you keep your water on in the winter, watering at least once a week, to keep the rubber on the valves from becoming brittle, thus causing leaks. It also helps keep your plants from freezing.

Going to a drip system, which waters only one plant with each line is the most efficient and cuts down on weeds. Watering should be done in the early morning and not after 8:00am. Lawns and "color" should be watered daily because of the shallow roots. Ideally, trees and shrubs should be watered for 30 minutes, 2 times a day, 3 days a week, but with the current draught conditions adjustments can be made to cut back on water without losing foliage. He's had most of his clients switch to watering twice a day only two times per week. Fertilization ideally should be done four times a year, but November 15 and March 15 are the two crucial dates.

The City of Pleasanton is in better shape with water this year and more water is anticipated from the State allocation. Although there were 11" of rain this year, versus 2" last year, there needs to be a lot more rain for many years to get us back out. Terry urges to not let your lawn die. To replace your lawn will be \$7,000-10,000, so the occasional \$500 fine is worth keeping it green.

Some cities are giving rebates for replacing sod with drought tolerant plants or artificial turf. Synthetic grass can last up to 10 years and costs about \$17/sq.ft. There are two larger issues with artificial turf: it becomes unsanitary if not cleaned frequently – there are no microorganisms to break down what typically happens

on grass; artificial turf is very hot – on a 98 degree day, a turf field can get up to 170 degrees.

R&S Landscaping provides weekly maintenance service to residential and commercial customers throughout the Tri-Valley. They have 6 crews running daily. If you're looking for a whole new look, they offer design services at \$95.00/hour.

If you or someone you know needs their yard re-landscaped, a new landscaping service or would like a water-conscious irrigation system, contact Terry Johnston at R&S Landscaping: 846-6821.

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