
JULY 30, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 6** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **David Sanchez** of Hacienda Auto Glass and **Harvey Tulchinsky** of Harvey's Cleaners.

Mark Van Slambrook will lead a "**LinkedIn**" business networking website presentation and discussion. This is very valuable information for doing business today's high-tech world; do not miss it!

The **Board** will have its monthly meeting directly following adjournment.

DID YOU GIVE A REFERRAL THIS WEEK?

VALUE:

Dan Brown of Onstad's Insurance estimates that the Agency has overall annual premiums of \$50-60,000, which leads to about \$5,000 annual revenue and about \$40,000-\$50,000 in revenue since Onstad's became a member. Dan has been a member of other networking groups, but this is the only group that he has remained a part of because of the amity of the members in the TVEA.

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 ages 15, 13 and 11.

One of Terry's clients was Steve Grimes of R&S Landscape. About 4 years ago, Steve started talking with Terry about selling the business. 9 months ago, 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.

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. 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). This controller runs about \$600 installed.

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.

Watering should be done between 11:00PM and 6:00AM. Lawns should be watered daily, trees and shrubs every 3 days and color should be watered daily because of the shallow roots. Fertilization ideally should be done four times a year, but November 15 and March 15 are the two crucial dates.

R&S Landscaping provides weekly maintenance service to residential and commercial customers throughout the Tri-Valley. They have 6 crews running daily.

If you or someone you know needs a new landscaping service or would like a "smart" controller, contact Terry Johnston at R&S Landscaping: 846-6821.

NEW MEMBER:

Classification: Landscape Maintenance
Represented by: Terry Johnston
Phone: (925) 846-6821
E-Mail: terry@rsland.net
