



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

Annual Beautification Awards Ceremony is September 28, 2023

The judging is complete, the votes are in, and the awards are in the process of being engraved as we speak! Don't miss out on an exciting evening of delicious food, tasty beverages, and beautiful landscapes.

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.

Don't forget to sign up to attend the Awards Ceremony on September 28th. Bring your team for a fun evening of celebration as we showcase the winners of each category, hear about organizational updates, and celebrate everything our local C-27 contractors are doing.



Here's a SNEAK PEAK at one of our entries for this year's awards!



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September 2023

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www.clcaslo.org

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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!

Do you know anyone who might be interested in joining our CLCA SLO chapter? How about anyone who might like to see some beautiful landscapes? If so, I encourage you to bring them to the Beautification Awards Ceremony on September 28th at the SLO Botanical Gardens. It's a great opportunity to introduce them to the organization, get your creative juices flowing, and meet other local contractors – so bring the whole fam!

Looking for another event to put on your calendar? Be sure to add the 22nd Annual Golf Tournament on November 3rd. We're still finalizing details, but plan to be playing the beautiful Morro Bay Golf Course. We are looking forward to another beautiful day – get your teams organized and keep an eye out in next month's newsletter for final information and how to sign-up.

See you all at the Beautification Awards Ceremony, and have a great month!

CLCA SAN LUIS OBISPO CHAPTER

2023 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

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

YEARLY COST 12 ISSUES

- FULL PG** (8 1/2" W x 11" H – add 1/4" bleed) \$2,220/yr \$185 per newsletter
- 1/2 PAGE** (Vertical – 3 5/8" W x 9 5/8" H) \$2,100/yr \$175 per newsletter
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- 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

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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.



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Member Spotlight: Landwell Design + Build Co.

Landwell Design + Build Co. is a San Luis Obispo based landscape design and construction company specializing in the creation of contemporary outdoor living spaces. They have been serving residential and commercial design and construction clients throughout the Central Coast of California since 2016.



As born adventurers, their team members spend a significant amount of free time exploring and pulling inspiration from the natural world, so the outdoor spaces they design are strongly influenced by the texture, repetition and balance of native landscapes. They are equally attracted to the minimalism and restraint of modern architecture and interiors; contemporary spaces that are constructed with intention and precision that utilize forward-thinking and environmentally-conscious methods and materials. They love that communal outdoor spaces have the ability to bring people together, and are constantly motivated to use what they are inspired by in innovative ways.

The Landwell design aesthetic is contemporary, with an emphasis on simplicity and functionality. The clean lines and modern, geometric forms we develop are softened by plant material, gently blurring the division between the built and natural landscape. The team considers architecture, interior design and project location, and integrate those essential components into a design that embodies the collaborative vision they establish with each client.

Landwell strives to make the design and construction process a pleasant, stress-free experience for every client. Their goal is to create a working atmosphere where the client knows that communication and respect are as important as transforming their yard into a beautiful and functional outdoor space for them to enjoy. Throughout the course of each project, they aim to form relationships that will last long after the work is complete.

SAVE THE DATE

22nd Annual CLCA SLO
Benefit Golf Tournament

Friday November 3, 2023 - Morro Bay Golf Course



FORE! The 22nd Annual CLCA SLO Benefit Golf Tournament is coming!

It's our favorite time of the year. Not only has everyone started preparing for pumpkin (spice) season, but the CLCA SLO golf tournament is coming very soon!

That means it's time to pull out those clubs, dust off your shoes, and hit the driving range for a few practice rounds.

More info coming soon! Can't wait to see you all there!

Associate Member Spotlight: Troesh Coleman Pacific (TCP)

The Troesh family name goes back to 1984, when Steve and Rene Troesh moved up to the Santa Maria Valley. In that same year the young couple decided to start their own company “Troesh Ready Mix” – a ready-mix concrete supply company. By 1995, after opening two locations and employing over 100 individuals, the Troesh family looked for ways to expand the business and recognized the need for a regulated location to dump concrete and asphalt. In 2001, they started the corporation Troesh Recycling, Inc. where they set up a portable recycling plant and started crushing concrete and asphalt.



In 2012, the Troesh's decided to retire and sell Troesh Recycling, Inc. to their youngest daughter, Debralee, and son-in-law, Elijah Coleman. A few years later, the Coleman's bought the landscape company from Debralee's brother and in March 2015 **Troesh Coleman Pacific Inc.** officially opened their doors. The Coleman's continue to provide the community with a one-stop-shop for landscape products, construction material, and a pull-behind concrete U-Cart system.

Above all, **TCP** has one mission: to continually satisfy customer's highest expectations for quality, service, and integrity. This is a mission fulfilled through years of outstanding team members, such as James, who worked as Steve Troesh's right-hand man since 1991, and has been a valuable team member, and Vice President of Troesh Recycling, Inc (TCP sister company). His son, Michael, has been working the summer months since he was 15 years old and joined the team full time shortly after graduating high school and has been working with the company ever since. At TCP, all team members are treated like family. This team spirit is a pure result of upholding strong family values, led by a family-owned and operated team.

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@madronelandscape.com.

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

Please support the firms who support our chapter.



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

THE 2023 - ANAHEIM LANDSCAPE DESIGN • BUILD • MAINTAIN • SUPPLY EXPO SEPTEMBER 20TH & 21ST

Don't miss out on this industry event. Spots are still available – visit <https://thelandscapeexpo.com/> for more information and to register.



Join Friends and Colleagues at this year's convention – it's just a few hours away in beautiful Monterey!

Connect! Join us at the Recognition Luncheon as we honor our green industry leaders. At the General Membership Meeting, help grow the future of your professional association. Take advantage of formal and casual opportunities to share ideas and war stories with friends and future friends.

Learn! Join us for the Breakfast of Champions, roundtable discussions on pressing topics such as Mastering Social Media, Profiting from Water Management and Effectively Managing Clients. They're short, concise and practical!

Planning on retiring some day? In our keynote presentation "Plan for Your Future: What's Your Exit Strategy?" learn how to set up your company for acquisition or sale, whether two years from now or 40. Business strategist Jim Huston will outline steps you can take to maximize your company's true worth.

Need help attracting clients? The experts at Intrigue Media will help you fix five marketing mistakes landscape entrepreneurs frequently make.

Grow! The Trophy Awards dinner and ceremony will amaze you with a display of excellence in California landscaping.

Golf! And, of course, there will be golf.