



NEW WAY
LANDSCAPE & TREE SERVICES

NEW WAY NEWS

OCTOBER 2011



In this Issue:

» [NEW WAY CHARITY GOLF CLASSIC IS A HUGE SUCCESS](#)

» [GARDENING BECOMING A NECESSITY](#)

» [DESALINIZATION PLANT - FOLLOW UP](#)

» [OCTOBER - THE BEST PLANTING MONTH](#)

» [MARK FARRELL WINS VOLUNTEER OF THE YEAR WITH BIA SOUTHERN CALIFORNIA!](#)

Gardening Becoming a Necessity During The Recession

By Allie Torgan, CNN

www.dinnergarden.org

For Holly Hirshberg, gardening started as a way to bond with her children. But when the recession hit, her backyard hobby became a necessity. "In 2008, my husband lost his job just like many other Americans, and we were living off of our garden," she said.

Hirshberg and her family of four ate a variety of homegrown foods -- including broccoli, carrots, okra, squash and tomatoes -- so they could make ends meet. She was pleasantly surprised by how simple and healthful they were. "It was nice to know that not only could I take care of (my family) out of what I grew in my garden, but I could take care of them really well," she said. After realizing how much nutritious food she was able to grow, Hirshberg began collecting seeds from her garden and sharing them with others.

In 2008, she started The Dinner Garden, an organization that provides free packs of seeds to people so they can grow enough food to feed a family of four. Since its inception, The Dinner Garden has provided seeds to 65,000 families across the United States. "When you're having trouble or struggling, you have so many things to worry about," said Hirshberg, 39. "How are you going to pay your mortgage? How are you going to afford your medicine ... your kids? If you know you have food, you don't have to worry."

According to a 2009 report from the U.S. Department of Agriculture, 14.7% of American households were "food insecure" at least some time during that year. "Food insecure" means all household members did not always have access to enough food for an active, healthy life.

Hirshberg is hoping to help change that by making gardening simple and accessible to anyone. The Dinner Garden offers gardening supplies and tips, and its website lists locations throughout the United States where seeds are available for pickup. People can also fill out a seed request form online, and Hirshberg and her volunteers will send seeds directly to them. "If you have a willingness to garden, we can help you find a way to do it," Hirshberg said. "The seeds do all the work. You put them in the ground, they will grow. ... With just a couple minutes a day, you really can grow a lot of food for your family."

The Dinner Garden gets its seeds through donations from seed companies as well as some of the people it sent seeds to in the past. "People who get seeds from us are some of our biggest donors. ... They save their seeds from the stuff they grow and donate back for us so they can help another family in need," Hirshberg said. "I love that."

Hirshberg's evenings are often spent packing and labeling seeds, and she also runs volunteer seed-packing sessions. The packs of seeds are customized for recipients' areas and climates to ensure they will have success growing the produce. "We find between 10 and 11 varieties of seeds that will grow in their area," Hirshberg said. "We do melons and carrots, broccoli and all the good things, and then we throw in something interesting in each one ... to expose them to something new and different."

Hirshberg said she started to love vegetables after growing her own, and she believes



NEW WAY CHARITY GOLF CLASSIC 2011

The Crosby Rancho Santa Fe

Event Held On: September 20th, 2011

Randy Newhard, Kathryn DeJong, and the whole New Way Team set the bar high at the New Way Landscape 1st Annual Charity Golf Classic.

This tremendous group effort, comprised of generous sponsors, hard working employees, and a spectacular setting and staff resulted in nothing less than a high-class, professional ideal - that New Way hopes to match, and even surpass, for years to come.

And here's the best part!! We were able to raise over \$11,000.00 for the charities that we were representing - Monarch School & IREM REstart.

Special thanks to those of you listed below:

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that there is a veggie eater in everyone. "What you see in the grocery store is such a small percentage of what's available," she said. "A lot of tomatoes come in black and purple and striped. You can get the broccoli in purple ... or carrots that come in red ... that are more fun to eat, I think."

Seed recipients often call or write Hirshberg for information about gardening, and she tries her best to respond to all of them. "We want to help people provide for themselves," she said. "Gardening is a skill that once you get it, you have that for the rest of your life. You can garden if you have a disability. You can garden if you're blind."

Julie Autaubo lives with a disability but has found gardening to be a great way to cope. It has also helped her financially. "I would not be able to afford vegetables if it wasn't for my garden," said Autaubo, 52, who got her first seeds from The Dinner Garden and now volunteers with Hirshberg. "I can grow tomatoes, eggplant, bell pepper in just flower pots. ... I've got a trellis with cucumbers growing on it. If I want a carrot, I just go out to the garden and get a carrot. I don't even have to leave my apartment."

"Every pepper they have is a pepper they don't have to buy," she said. "Every tomato they have ... that's a little something less that comes out of the food budget. Maybe they have a little extra money for medicine for their pets, for rent. They just have a little bit extra. And so many families these days don't have a little bit extra."

Water Authority, City of Carlsbad Reach Cooperative Agreement on Desalination Project

Step enables Water Authority to begin water purchase negotiations with Poseidon Resources

August 25, 2011 -

The San Diego County Water Authority and the city of Carlsbad have reached an agreement that allows the Water Authority to begin negotiating with Poseidon Resources for purchasing water from the Carlsbad Desalination Project.

Under the agreement, approved today by the Water Authority's Board of Directors and expected to be approved on September 13 by the Carlsbad City Council, Carlsbad will terminate its own water purchase agreement with Poseidon, the private developer of the seawater desalination plant, if the Water Authority approves its own water purchase agreement with Poseidon. Carlsbad's commitment to terminate its water purchase agreement clears the last remaining hurdle for the Water Authority to begin water purchase negotiations with Poseidon under terms the Water Authority Board approved last year.

In exchange, Carlsbad will have the right to purchase from the Water Authority up to 10,000 acre-feet annually of desalinated water produced by the project at full cost. The agreement also provides Carlsbad with certain guarantees as the host city regarding continued property tax increment payments and the completion of certain public improvements and public land dedications should the project unexpectedly change ownership to the Water Authority before 10 years of commercial operation. If Poseidon were to default on its agreement with the Water Authority, the Water Authority would not pay for these obligations if it takes ownership of the plant.

"This is a great step forward for our region and for Carlsbad," said Michael T. Hogan, Water Authority Board Chair. "We cooperatively found a way to keep making progress on this project for our region's future water supply reliability, while addressing Carlsbad's unique role as the project's host city."

Matt Hall, Mayor of the city of Carlsbad, said the agreement balances the interests of both public agencies.

"This agreement protects the integrity of financial and other commitments made by Poseidon Resources to the citizens of Carlsbad, while enabling the Water Authority to properly protect the region's water ratepayers," Hall said.

The Carlsbad Desalination Project, which has been in development since 1998 and has obtained all required permits and environmental clearances, will be the first large-scale seawater desalination plant in California. When completed, it will produce 56,000 acre-feet of highly reliable local water annually – enough to meet the needs of more than 110,000 average single-family households. In 2020, water from the plant would account for about 8 percent of the total regional supply.

Grow Your Garden with New Way

OCTOBER – The Year's Best Planting Month

October is an important time in a gardener's life. It is one of the busiest times too. It's the best time to plant almost all permanent additions to the landscape. The idea behind fall planting is to get things into the ground ahead of the major rains. Roots get established during winter and reward you the following summer with a great surge of growth. It's the time-honored, easy, water-saving way to go. This is also the time to pull up the last remnants of summer vegetables and flowers and finish planting cool-season flowers and vegetables for winter and spring. Continue to cut back, clean out, plant, transplant, and revamp perennials.

Keep Pesky Rabbits from Eating Pansies

– Nibbled tips on such plants as pansies, Petunias and lettuce may be damage caused by rabbits. Sprinkle mothballs on the ground. (If you have a baby, substitute moth crystals, since mothballs are toxic and might be mistaken for candy.) Cats, dogs, opossums, and

- Debris Box - Longest Drive Sponsor
- Community Legal Advisors - Drink Sponsor (awesome bloodies!)
- Simplot Partners - Drink Sponsor
- DM Color - Centerpieces/Color Bowls
- Securitas - Photography
- Pacific Western Painting - Photo Booth

...and last, but absolutely not least, Sam "the Man" Cadwallader with New Way Business Development for putting this thing together so flawlessly. And who can forget Mike "The Mic Master" Perlof and his guitar and his ode to our sponsors and property managers - what a performer! Also, our warmest gratitude goes out to The Crosby Golf Course and it's staff for working so closely with New Way to make this event high-class and top notch.

STAY TUNED... we are already planning the New Way Charity Golf Classic 2012 - don't miss out next year!



These treatments are toxic and might be mistaken for candy, salt, sugar, popcorn, and skunks are also repelled by the odor of mothballs.

Pre-emptive Gopher Strike! How to Plant a Gopher-Proof Lawn

Prepare and level the ground for planting. Reserve some amended soil. Cover the ground with chicken wire (1/2-inch mesh) laid flat, and wire the sections together. Cover the chicken wire with 2 or 3 inches of soil. Then plant the lawn from seed. When planting from sod simply cover the prepared ground with chicken wire, and overlap the edges of the wire strips by 1 or 2 inches. Lay the sod directly on top of the wire and you're done. Protect the homeland from invading gophers!

Mark Farrell, Business Development, Wins Volunteer of The Year With BIA Southern California!

Each year the Riverside County BIA selects one of its members who they feel has made a significant contribution to the chapter by means of volunteering. On Friday, October 14th 2011 at the chapters' annual Installation Dinner and Awards ceremony – Mark Farrell received the Clayton R. Record Volunteer of the Year award.

This Award is named in honor of former County Supervisor Clayton Record who also served as this Chapter's President. Clayton Record had a distinguished career and for that reason this Award goes to people who have served the Chapter with great merit in the past year. Many thanks to Mark and his contributions.

Michelle Kruse, Director of Membership & Marketing
Building Industry Association Southern California



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