



2010 CALIFORNIA LANDSCAPING

The Official Publication of the California Landscape Contractors Association

EDITORIAL PLANNER

(Dates Subject to Change)

ISSUE	SUBJECT FOCUS	AD DEADLINE	PUBLISHING MONTH
2010 Membership Directory		12/04/09	FEBRUARY 2010
Jan/Feb	Focus: <i>Landscape Industry Show</i>	11/13/09	JANUARY 10
	<ul style="list-style-type: none">- California Natives & Sustainable- Digital Pencil: Maintaining and Growing Your Website's Search Engine Strength- How to Sell Surplus Equipment- Marketing Under \$200: Spring Strategies- New Ground: Schools		
Mar/Apr	Focus: <i>Fire Issues</i>	1/12/10	MARCH 2010
	<ul style="list-style-type: none">- Fire: Recovering from a fire - plant selection, hydroseeding, erosion control, fighting off invasive species- California Green build standards- California Natives & Sustainables- Digital Pencil: How to Use Email to Market Your Company- Marketing Under \$200: Summer Strategies- New Ground: HOAs		
May/June	FOCUS: <i>Turf Issue</i>	3/14/10	MAY 2010
	<ul style="list-style-type: none">- Drought resistant sod- California Natives & Sustainables- Digital Pencil: How to Get Valuable Links to Your Website- How to Profit from Bank- or Municipal-owned Landscapes (creating new business)- Marketing Under \$200: Perennial NO COST Strategies- Project Development 101: Planting- New Ground: Ocean front properties		
Jul/Aug	FOCUS: <i>Irrigation/Water Issue</i>	5/16/10	JULY 2010
	<ul style="list-style-type: none">- Real World Water Savings: ET Controllers, government restrictions and training your crew to save water and money- Educating clients to expect different things than what they normally expect- California Natives & Sustainables- Digital Pencil: Easily Preventable Factors that can Hurt Your Website- Marketing Under \$200: Fall Strategies- Project Development 101: Drip irrigation- New Ground: Hospitals		
Sep/Oct	FOCUS: <i>Lighting</i>	7/17/10	SEPTEMBER 2010
	<ul style="list-style-type: none">- Profiting from Retrofitting Your Clients- Combating light pollution- California Natives & Sustainables- Ways to Reduce Permitting Headaches- How to Cut the Costs of Employee Benefit Packages- Marketing Under \$200: Winter Strategies- Project Development 101: LED installation- New Ground: Streets & medians		
Nov/Dec	FOCUS: <i>Trophy Awards and Sustainability</i>	9/19/10	NOVEMBER 2010
	<ul style="list-style-type: none">- Trophy Awards- Get LEED certification- Saving water by going organic: Soil preps- California Natives & Sustainables- Digital Pencil: Business Benefits of Properly Using Social Media- Profiting with alternative fuel vehicles- Marketing Under \$200: Set It and Forget It Strategies- Effective Referral Services- Project Development 101: Brick laying 101- New Ground: Hotels		