

**June-July
2009**

Everything Under The Sun

The Monthly Newsletter of the
San Diego County Flower & Plant Association
***New Worksite Immigration Enforcement
Guidelines Target Employers***

Under The Sun

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The Department of Homeland Security (DHS) has issued new guidelines to Immigration and Customs Enforcement (ICE) field offices that emphasize worksite enforcement. According to DHS's Worksite Enforcement Strategy April 30, 2009 press release, the new guidance "reflects a renewed Department-wide focus targeting criminal aliens and employers who cultivate illegal workplaces by breaking the country's laws and knowingly hiring illegal workers.

According to DHS, "ICE will focus its resources in the worksite enforcement program on the criminal prosecution of employers who knowingly hire illegal workers in order to target the root cause of illegal immigration." Additionally, "ICE will use all available civil and administrative tools, including civil fines and debarment, to penalize and deter illegal employment." ICE will continue arresting and processing the removal of illegal workers in the course of their new worksite enforcement strategy but it will no longer be the focus.

In order to carry out its worksite enforcement strategy, ICE offices are to obtain indictments, criminal arrest or search warrants, or a commitment from a U.S. Attorney's Office (USAO) "to prosecute the targeted employer before arresting employees for civil immigration violations at a worksite." This is a significant departure from ICE past practices where the emphasis has been on illegal workers.

In justifying its new worksite enforcement strategy, the DHS stated that of the more than 6,000 arrests related to worksite enforcement in 2008, only 135 were employers. DHS now seeks to dish out its punishment more evenhandedly, so it claims.

In the guidelines ICE agents are instructed to also look for evidence of the mistreatment of workers, evidence of trafficking, smuggling, harboring, visa fraud, identification document fraud, money laundering, and other criminal conduct. The guidelines also change the threshold number of workers at a business for when rules involving humanitarian considerations must be taken into account in worksite raids from 150 workers to 25 workers.

COUNSEL TO MANAGEMENT:

The new guidelines send a strong message to employers that the tide is changing in worksite immigration enforcement. Management must be prepared for heightened scrutiny and enforcement actions where severe penalties including criminal prosecution are a priority for ICE enforcement. Management

SAN DIEGO COUNTY



Flower & Plant
Representing Professional
Growers, Shippers
and Suppliers
ASSOCIATION

2008-2009

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President's Message

The San Diego County Flower and Plant Association Newsletter has been possible Thanks to the help and talents of our past President Denise Godfrey. For the past few years she has been the person in and behind it who brings it all together and puts it in a workable format to get it out to our members. We have fine tuned it to make it Earth friendly by making it Email assessable. It is amazing how much money that saves the Association and how much faster it can be done. Now that the conversion process was successful, and she has a new baby girl to take care of, she feels it's time to pass it on to the next caretaker. We can't Thank her enough for all she has done and how much time she gives to our Association as well as many others. She is truly an inspiration to all of us.

Right now we are in the process of researching new avenues and ideas to stay up to speed with the ever changing computer age. Jan has been working with people and programs to bring it "in house". We also like Michael Kent's' ideas of making it more advertising friendly. What a perfect venue for the Agriculture market. We are looking for your thoughts, ideas, and help on this matter. Please Email Jan if you have a knack for this sort of project!

Speaking of advertisement opportunities, it was very exciting for our Association to be a part of the "All Green Show" at the Orange County Fair Grounds with CANGA and NGA last week. It is very beneficial for all of us to bring attention to the California Agriculture Industry. The show is growing, and that is a positive sign for a second year show in a tough economy. Although I do miss our own personal "Plant Tour Days Showcase" I do see the benefit and draw to one big combined showing. I think that if we can brain storm, spread the word further, and work together with each other and more Organizations, we could truly make a name for California. I also believe that it would be nice to see our California companies that support our industry to have the opportunity to be there to show product. There is definitely room for expansion; there is a big empty hall right next door. As a grower I don't always have the time to see what is new and available in my market place. I was there as a representative of our Association but I really felt like a kid in a candy store to see some of the different plants available on the market right now. I loved seeing all the plug growers there. I can just imagine how great it would have been to see some of the new pots, containers, and media available. Then again maybe I am just being selfish? I am female and I do believe in one stop shopping! I really feel that this show could have legs with the right fuel underneath it. My personal thanks go to Jack Reid who came up with this whole idea and thought of our Association. Many thanks to all the CANGA and NGA staff and volunteers who made it all look so well organized and easy. It is amazing what can happen in a day with a year in the making.

I hope to see you all soon at the Annual Dinner June 26th. We will be honoring the late Tom McGregor. He will be dearly missed but never forgotten. I think of him when I am searching for inspiration in my daily life.

Susan MacFarland — Valley View Nursery, Inc.



I'm thinking about stress. There's lots of it these days. We can find relief many different ways. Perhaps we could take a vacation, go to the movies, meditate. But what about our crops? We sure do add a lot of stress to them - expecting more for less. And now it's getting warmer - and we must use less water - stress!!! One company offers a solution called Anti-Stress 2000. (I wouldn't mind a little of that - I prefer Merlot flavored). The company offering this not-so-new technology is Polymer Ag, LLC, www.polymerag.com. The representative was here at the Nursery Greenhouse Seminar 2000 down in Carlsbad last month, supporting us with a booth. Mark Hendrixson certainly loves his product and believes it has a potential for comforting stressed plants. A quote from their web site;

"Anti-Stress is a non-toxic, water diluteable polymer coating which is applied as a liquid spray. Once dried, an elastic membrane is formed covering the entire plant surface. Properties of the Anti-Stress membrane allows normal stomatic activities, does not interfere with photosynthesis and will effectively reduce transpiration from approximately 35 to 50%. After drying, the membrane retains super stretch qualities for unrestricted plant growth permitting leaf and plant flexibility. Although the coating permits unrestricted photosynthesis, it will not wash off when exposed to normal rainfall conditions. Anti-Stress is non-toxic, biodegradable, environmentally friendly and provides protection from 45 to 60 days."

As if the restrictive water isn't enough stress, this past month brought on lots of botrytis and powdery mildews, especially in field crops that normally stay care free. To spray or not to spray? - more stress to growers than plants. One friendly grower returned his fungicides saying he was a steward of the land - unable to harvest his mildewing crop economically. Sad. It is better to be a great land steward and have income than not. When I was a grower - many years ago, I often thought the odds of making money were better in Vegas than at the mercy of weather and fickle markets.

Rust continues to be an issue with Sunflowers. Stress again - not just to the plants but growers too. Here's the thing, if the crop grows fast enough it can beat the rust. The problem is that Sun Flowers are often grown in the same field over and over again. Those rust spore are there in massive populations just waiting for a little moisture or splash to populate. I'm wondering how much help in preventing rusts and molds could the Anti-Stress 2000 be? It might prevent the particles from finding soft tissue to grow? I know this has been tried successfully in other crops - but who has the data? Anti-Stress as a product does not have claims of disease prevention - that would mean EPA registration! More stress!

David Pattison, PCA, CaCCA
Crop Production Services

What's Growing On!

Upcoming Association Events

June 26, 2009 Annual Dinner at the El Camino Country Club, 3202 Vista Way, Oceanside, CA 92056. Installation of Officers for the San Diego County Flower & Plant Association, Honoring our Outstanding person of the year posthumously to Tom McGregor founder of McGregor Plant Sales and Awarding the Marilu Johnson Memorial Scholarship. This is a very big evening for the Association, please join us.

July 21, 2009 Strategic Planning Meeting at the El Camino Country Club, 3202 Vista Way, Oceanside

For more details contact Jan Berry at the Association at info@flowerandplant.org or (760) 431-2572

Immigration Enforcement

Guidelines Continued from Page 1

should consult with counsel with any questions regarding its immigration compliance procedures.

The nation's immigration system is in desperate need of an overhaul and focusing on employers in worksite enforcement is far from providing a solution.

See the protocol "What to do When ICE Shows Up" posted on our website: www.laborcounselors.com

The goal of this article is to provide employers with current labor and employment law information. The contents should not be interpreted or construed as legal advice or opinion. For individual responses to questions or concerns regarding any given situation, the reader should consult with The Saqui Law Group at (831) 443-7100.

Michael C. Saqui & Ana C. Toledo

Floriculture & Nursery Farm Advisor

Along Came a Spider

It always amazes me that so many people can be drawn to the 'fantastic' even when it is not based on any sense of fact. Some people love urban legends and love to spread the word. I have a friend that insists there is a great machine built by the U.S. that controls weather and that it's located deep within the earth. He's so adamant about it he won't listen to anything I have to say about it. I'm naïve. Oh well.

I have people that adamantly insist that there are Brown Recluse (*Loxosceles reclusa*) spiders biting people here in So Cal. Mostly, it's because a doctor told them that one had bitten their friend, and they have the scars to prove it. There has only been one instance of note back in the late 1960s where some brown recluse spiders were found infesting the Los Angeles area. In fact (note I use fact), there have only been 10 verified specimens EVER collected over several decades in the state of California. Are the doctors wrong? In short, yes. The doctors typically treat symptoms, and it is not common that a bitten person will bring in the organism that bit them, so doctors typically have no

idea what caused the treatable injury. Yes, it can be a wild guess. There are over 22 organisms that can cause the same necrotic wound as the brown recluse.

Now that I have dealt with the great brown recluse menace, let me turn to the deadly killer Black Widow (*Latrodectus hesperus*) spider. I say that facetiously because there are so many other deadly killer things to be truly afraid of. The black widow is extremely common in So Cal. I know of a few friends that have really been bitten by the black widow and depending on the person, their symptoms varied greatly from my foot swelled to I got really sick. Death, however, is very unlikely. To my knowledge, no one in the U.S. has died from a widow bite since 1983. So if the deadly killer threat is one person in over 20 years, that's not bad!

Consider this, there is a deadly killer thing in your garage that you get into almost every day, the car, 65,000 deaths a year, mostly occurring near the home. There is another deadly killer thing in the garage, the lawn mower, and 70 deaths a year occur from accidents. Two people recently lost their lives in So Cal to lightning strikes, and the average is about 15 a year. Yet we desperately fear a spider that is desperately afraid of humans. No they do not jump. They can hardly walk! No they do not chase you. They can hardly see!

Spiders can certainly put the fear of God in workers that have to move pots or flats that have been sitting a while. So it's best to keep them informed. A friend of mine, Rick Vetter, has a great web site that contains a lot of 'Myth-Busters' information about spiders (<http://spiders.ucr.edu/>). I personally watched him take an adult female black widow out of a plastic vial with his fingers and proceed to stretch her legs across a couple of electrodes. He then gave her a very small shock. He was milking them for spider venom. Talk about enhanced interrogation techniques...

James A. Bethke
Floriculture & Nursery Farm Advisor • UCCE San Diego County
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760-752-4715 • jabethke@ucdavis.edu

NORCAL California Box Standardization Study

NORCAL, the operational name for the California Association of Flower Growers and Shippers, announces the release of the NORCAL California Box Standardization. Study for a public comment period ending on July 15, 2009. In order to facilitate public comment, the study will be posted on the NORCAL website at www.cafgs.org or you can contact Chris Johnson at 760-533-5580 or via email at chris@cafgs.org

California Grown Show - Plant Tour Days 2009

Eighty-five enthusiastic growers showcased their foliage, flowers and trees to aisles packed with nearly 1300 buyers at the second annual California Grown Show on June 3, 2009 at the OC Fair and Event Center, Costa Mesa, Ca. The Cal Grown Show is third in a line up of four events. Prior to the show nearly 70 nursery grower leaders and others representing more than \$300 million in nursery grower sales attended the 2nd Annual Grower Summit in Santa Anna on June 2 while another CANGC sponsored event, a Retail Education Tour on the same day featuring Retail consultant, Anne M. Obarski, was sold out. The California Grown show was followed by two days of Plant Tour Days hosted by San Diego County Flower and Plant Association. Plant Tour Days is a unique two-day open house and self-guided tour allowing eager buyers to visit host nurseries and see first-hand the quality and commitment behind the product.

The California Grown Show opened at 9 a.m. to eager buyers of all stripes from architects, designers, retailers, landscape companies and others who flooded the aisles comparing products, looking for new varieties, placing orders, and getting reacquainted with colleagues. The hall remained busy and the buzz of excitement was high until well past the close of the show. More than 85 companies accounting for over 100 booth spaces packed the hall with a festival of green foliage, lush tropicals, fragrant flowers and towering trees. Exhibitors were impressed with the quality of the buyers and attendees were happily hunting for product in the packed aisles. Already over ninety booths are already committed to for the 2010 show.



Here's The Dirt!

Congratulations to Allison & Steve Paap of American Ag Credit on their newest edition to the family Lauren Rebecca born Sunday, June 14th 7 lbs. 13 oz., 19.5 in. Congratulations to Allison & Steve!



The two days culminated more than a year's preparation and a week of Southern California nursery events that concluded with San Diego County Flower and Plant Association's Plant Tour Days. San Diego County Flower & Plant Association and Nursery Growers Association both endorsed Grower Summit and the California Grown Show.

This is what a couple of the San Diego County Flower & Plant Association members had to say about these events. Joe Blair from Thompson Rose Co. said "Plant Tour Days is very valuable because of the Buyers' Guide. We get several customers a year because they found our name in the Buyers' Guide. I've had customers visit us with a Buyers' Guide that was several years old. The more Buyers' Guides we distribute the better, the Guide is invaluable. For us, the true value of Plant Tour Days is not realized immediately, the exposure we receive benefits us in the long term. So, I'm not going to judge Plant Tour Days by the number of customers that visited on Thursday and Friday. Considering all of this I think Plant Tour Days is a success". Thomas Britsch from Western Cactus said, "I would rate the volume and quality of buyers from the California Grown Show as very good. The volume was definitely more than last year. I think that most people take advantage of the trade show where they can see all of the growers in one place and due to time constraints do not tour the nurseries as much. However, we will continue to participate in Plant Tour Days since I think it is still a good option for new customers to come and see our facility".

Grangetto's Farm & Garden Supply will be open 7 days a week starting July 12, 2009.

On Sundays from 10am to 2pm. The new Sunday hours will allow Grangetto's to be available for their customers 7 days a week. Grangetto's has been serving the North County area for over 58 years. They offer a wide variety of garden, grove & landscape products along with expert advice to assist you with your garden & landscape needs. Grangetto's has four convenient locations to serve you; Escondido, Encinitas, Valley Center & Fallbrook. For all store hours and directions go to www.grangettos.com or call 800-536-4671.

Water Management Certification Program Added to Landscape Architecture Continuing Education System!

The California Landscape Contractors Association (CLCA) is pleased to announce its Water Management Certification Program has been added to the Landscape Architecture Continuing Education System (LA CES). LA CES is a collaboration of the American Society of Landscape Architects, Canadian Society of Landscape Architects, Council of Educators in Landscape Architecture, Council of Landscape Architectural Registration Boards, Landscape Architectural Accreditation Board, and the Landscape Architecture Foundation. This program establishes and maintains standards for professional development and continuing education programs for landscape architects.

“We’re pleased to have CLCA become a preferred provider,” said Ron Leighton, Education Director for the American Society of Landscape Architects. “In today’s competitive environment, education has never been more important for landscape architects. LA CES is designed to help professionals keep up to date and to find courses offered by legitimate organizations that have controls to monitor and track quality and attendance.”

Introduced in the summer of 2007, CLCA’s Water Management Certification Program was specifically designed to use less water. The program not only helps conserve water, but in many cases, especially for those with tiered water pricing, it saves money by targeting the actual water needs of the landscape and maintaining them via a water budget. So far, over 380 people are working towards the final completion of the performance part of the certification program - managing a water budget for a year.

“This program is still fairly new and we’re pleased to become part of the Landscape Architecture Continuing Education System,” said Sharon McGuire, Executive Director of the CLCA. “We’re working hard to get the word out that we have this water management certification program available. It is just one of the many ways that our industry can help during our current water crisis. We are also a resource for sustainable landscaping, grasscycling, fire retardant plant choices, drip irrigation and much more. We are looking to work with cities, counties and water districts throughout the state of California to help provide them resources to help manage our state’s drought conditions.”

Last summer, Governor Schwarzenegger called for a 20% reduction in urban per capita water use by 2020. Water conservation has become such a high priority that many cities, counties and utilities are also offering rebates for reduced water usage. The shortage of water is not only a big problem in California, but also worldwide. According to the United Nations, nearly two thirds of the world’s population is expected to have limited access to water by 2025. Ewing Irrigation Products, the Toro Company, Hunter Industries and Horizon Distributors Inc. are all strong supporters of the program and share a commitment to water conservation.

CLCA’s Water Management Certification Program is open to all California green industry professionals and all those interested in water management. For more information or to register for the program, please visit the Landscape Architecture Continuing Education System at <http://laces.asla.org/> or CLCA’s website at www.clca.us/water.



Advertisements & Farmers Almanac

Wanted: Land and Packing House/Dock. 3-5+ Acres level ground for full sun plant production. Light frost okay. Water, gravel, drainage, utilities in place. Dock and packing house needed also. Old greenhouses would work if roof coverings could be removed. Jim Booman 760 809 7234. jim@boomanfloral.com

FOR SALE: RETAIL NURSERY, coastal North County with I-5 exposure and convenient access. Add to your income with a captive retail outlet. Offered at \$250,000 plus owner will carry!! /// TWO GRADE AA GREENHOUSES in San Marcos Ag district, both over 125,000sf, call for details. /// CACTUS NURSERY in Escondido, 8.4 acres with 2300+ sf home, \$685,000, call for details. /// FOR LEASE: 3+ Acres with 2" water meter and plumbing, gentle slope and cheap in Oceanside. WANTED: 2-5 acre nursery willing to lease to strong grower. Call for details. Your source for Nursery Real Estate. Stan McNeil, CRB, Associate Broker, www.Yoursocalnurseries.com, stanm@windermere.com, Cell 760-224-2292

Think of Gloeckner for your plant material and nursery supply needs. We are a major distributor of quality seed, bulbs, cuttings, liners and nursery equipment/supplies. I am happily providing commercial growers of bedding, perennial, pot floral and tropical plants in the central and southern CA areas. Please contact Tim Quirk for further information. (805)709-6161. tquirk@fredgloeckner.com, www.hortsupply.net

Help Wanted: Production Foreman needed for succulent division. Must have experience in potted plant propagation and in leading a crew. Bilingual. Call Thomas @ (760) 535-4312.

For Rent: Greenhouse 180,000 sq.ft. All houses heated with natural gas, some have additional bottom heat. Propagation area with heat & overhead mist system. Two large smith fertilizer injectors, moderate climate in Encinitas. Easy access to freeway. Available immediately. Call (760) 801-4388.

For Rent: Office space available on the Dramm & Echter greenhouse property in Encinitas. Approximately 600 sq. feet with three large office rooms. Contact Rhonda Kavanaugh for more information. 760-436-0188 x213 or rkavanaugh@drammechter.com

Help Wanted: Fox Point Farms at the Trade Center in Carlsbad, CA has an immediate opening for a Wholesale Flower Buyer. We are seeking a high energy individual with prior wholesale buying experience (minimum two years.) The Buyer will be responsible for maintaining adequate inventory levels of fresh product. Buyer will manage margin goals, shrink levels and provide direction to flower processing staff. Come join our outstanding team that provides wholesale flowers to floral industry professionals. Submit resume to: Dramm & Echter, Human Resources, Dept., P.O Box 230816, Encinitas, CA 92023 or email to: eespinoza@drammechter.com or fax to (760)634-4340.

Ads are FREE to members and run for three months unless otherwise specified. Ad text is limited to 60 words or less and should be submitted no later than the 20th of the month to the Association office for the upcoming publication.

Farmers Almanac

July 2, 2009 - Don Diego Fund Dinner and Concert Gala takes place at the San Diego County Fair. Limited \$5,000 "Sombrero Scholarship" donation packages available for exclusive backstage passes to music of ABBA concert. Proceeds benefit the Don Diego Fund, a scholarship program of the San Diego County Fair and Del Mar Fairgrounds. Please visit the website for more information or email cmannen@sdfair.com to request a Gala invitation, obtain Don Diego Fund information and/or to be place in the Don Diego Fund print/email subscription list.

July 11-14, 2009 - Ohio Florist Association Short Course, Greater Columbus Convention Center, Columbus, Ohio. The biggest trade show in the country for greenhouses production. For more information, see www.ofa.org.

July 11, 2009 - Grangetto's is offering a FREE Seminar & BBQ at 189 S. Rancho Santa Fe Rd, Encinitas, CA 92024. "Learn How to Save Water in your landscape with Drip Irrigation." Jose Ochoa with Spot Systems will be available to show you the latest drip irrigation technology. Get Expert advice on reducing water in your landscape with the most efficient drip irrigation products available today. It starts at 10am and ends at 2pm. There's no need to register; just show up and have fun! For more information visit www.grangettos.com or contact Mike DeWitt at 760-944-5777.

 *San Diego County Flower & Plant Association* 

5600 Avenida Encinas, Suite 108, Carlsbad, CA 92008

(760) 431-2572 • Fax (760) 431-8834 • <http://www.flowerandplant.org> • info@flowerandplant.org

Farmers Almanac & Advertisements

July 18, 2009 - Grangetto's is offering a FREE Seminar & BBQ at 530 E. Alvarado Street, Fallbrook CA. 92028 "Meet the Designer" - Water Wise Plant Selection & Management. Ralph Evans & Lois Walag, Botanical Partners, designers behind the new "Waterwise" landscape makeover at Grangetto's Fallbrook location, will discuss the drought-tolerant plants and the new "water saving" Irrigation technology that were used in the design. Be sure to attend! It starts at 10am and ends at noon. For more information visit www.grangettos.com or contact Dave Paulino at 760-728-6127.

July 28, 2009 - San Diego County Farm Bureau, First Aid and CPR class scheduled in Spanish from 4:00 to 9:00 p.m. at 1670 East Valley Pkwy., Escondido, 92027. The cost is \$70 each and includes a pizza supper. Call 760 745-3023 to pre-register.

August 11, 2009 - NORCAL (California Association of flower Growers & Shippers) invites you to attend your Member Meeting in beautiful Carlsbad, CA. The Member Meeting is an excellent opportunity to meet other growers and shippers in California and to learn about what is happening within the industry. It is also an opportunity to become proactive in making positive changes to help California floral businesses. Registration is \$25.00 (Register and attend the 2009 Member Meeting and you will receive \$25.00 off of your full member registration for the 2010 California Floral Convention to be held in Carlsbad, CA)

September 27, 2009 - The CCF Prep Class presented by The California State Floral Association (CSFA) & The California Certified Florist (CCF) Program. This class is to give applicants insight into how the exam will be administered, what to study, and what will be expected of them. Cost is \$100.00 for members - \$125.00 non members. The location is A to Z Wholesale Floral Supply Inc., 1511 E. McFadden Ave., Santa Ana, CA 92705. For more information call Svenja Brotz CCF (510) 693-4347 or Ann Quinn (916) 448-5266.

Sept. 30 - Oct. 2 - The Plantscape Industry Alliance, will hold CalScape Expo, its national interior plantscape conference and trade show at the Flamingo in LasVegas, NV. For information on exhibiting and a list of current exhibitors, visit the Plantscape Industry Alliance's website at www.piagrows.org or contact PIA's office at (707)462-2276. Information on this year's educational programs and conference registration will be available on PIA's website in late May.

Oct. 23, 2009 - SAVE THE DATE - An evening of entertainment culminating in a roast of Edgar Engert, industry icon and outgoing President of the California State Floral Association. Come and enjoy this culinary event celebrating a career of 50 years in the floral industry. Friday, October 23, 2009, cost is \$45.00 per person at the Encinitas Community and Senior Center, 1140 Oakcrest Park Drive, Encinitas, 92024. Check CSFA website for details www.calstatefloral.com or call Ann Quinn at (916) 448-5266.



Save the Date
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Encinitas Community and Senior Center
1140 Oakcrest Park Drive
Encinitas, California 92024

Check CSFA website for details
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