



## NEWSLETTERS

### Greetings from the new APA President! - May 2019

This is my first newsletter, put together to apprise you of the happenings of the Aesthetic Pruners Association.

One big item of news, APA Vice President, Greg Kitajima, and past President, Randall Lee, have set up the APA Youtube channel so that members can now access CAP Michael Alliger's talk on **'The Numinous Art of Pruning'** and his demo of the laceleaf maple pruning. To access the talk please log onto the APA website and click on the Members page. You will see the talk under 'links'. The talk can be accessed by members only.

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#### **Business Bootcamp**

For those of you who were unable to attend the very successful Business Bootcamp Symposium, I will sum it up for you. It was great

It was a packed house of 40 people. Even Dennis Makishima snuck in at the end, I think he was trying to avoid the entrance fee. We signed up 6 new members and great topics were discussed.

**Diane Shields** spoke about taxes and accounting and informed us that we should all have a separate bank account and credit card that is solely for business. Also, a business license for the city in which we live is essential.

**Peter Bowyer** spoke on insurance and he suggested that we may all want to look into state disability insurance, which is at a cost of 5.14% of your last years profit, but will cover you for disability for the 6 months that it will take until the Federal disability kicks in.

**Randall Lee** informed the group on retirement. He let us know that we all better start saving! He suggests that we all put aside a set % of our income each month. It's never too late to start. He suggested that we take a look at the Social Security website to see what that income will be when we plan on retiring and deduct 21% which is the estimated loss due to insufficient funding of the SS Administration.

**Mary Gribbon**, it turns out, is the most organized person I know! She spoke on Home office organization. Mary keeps a file for each client and recommends taking notes when meeting with clients because clients appreciate your attentiveness and will feel taken care of.

Our four key speakers were followed by a lively and informative panel discussion by Nancy Buell, Diane Bloomberg, Bruce Thompson, and Dan Villaume. Many business related questions were asked and answered!

**Nancy Buell** let the group know how important it was to her to get her APA CAP certification!! Once she was certified and listed on the APA website she began to get not only more work, but better quality and more challenging projects. Go Nancy!

**Diane Bloomberg** talked to us about what a value it is for Garden Designers to have an Aesthetic Pruner to work with and she suggests that we each meet a designer to work with asap!

**Bruce Thompson** described to us his zen and inspirational philosophy behind running his business and he suggests listening to your body. If you have an ache or a pain, pay attention and take care of yourself.

And last, but not least, **Dan Villaume** taught us that he considers himself in the 'Happiness Business'. He finds with his clients that he is not only there to prune their trees, but also to brighten their day.

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We followed the event with a beer in the bar of the Executive Inn. A great time had by all.

Admin view

This Business event falls under the *New Professionals* group of the Education Committee. The *New Professionals* meet quarterly to discuss various topics pertinent to pruners starting out. Grant Foerster and Barbara Eaton are planning the next meeting for Tuesday, June 25th. If you are interested in taking your pruning business to the next level please contact Grant Foerster at [lifeofpine@gmail.com](mailto:lifeofpine@gmail.com) and join this meeting. We are now using Skype for those of you who are out of town.

Thank you again to everyone who made this event possible. Including Michael Weber who gets us those nice meeting rooms at the Executive Inn and Suites free of charge!

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In closing, I would like to put my email out there to any of you who have ideas or comments for the organization, or you may want to get involved with one of the APA committees? [apaPresident@aestheticprunersassocaiton.org](mailto:apaPresident@aestheticprunersassocaiton.org)

### **Upcoming events:**

#### **Tree Walk:**

CAP Michael Alliger will share his pruning with us at Osmosis Day Spa

Tuesday, May 14th from 9:30am-11:00am

where: Osmosis Day Spa and Sanctuary in Freestone, CA

RSVP to Randall Lee at [randalllee@yahoo.com](mailto:randalllee@yahoo.com) by **Tuesday, May 7th.**

#### **Tree Talk:**

CAP Yuki Nara, will speak on Japanese maples

Thursday May 30th, 6:30pm - 8:30pm

where: Executive Inn and Suites

1755 Embarcadero, Oakland, CA 94606

APA members \$5, Nonmembers \$20

#### **APA 4th Biennial Garden Tour**

Sunday October 6th

Oakland/San Leandro

Contact organizer Melissa Hyams to volunteer

[melissashyams@gmail.com](mailto:melissashyams@gmail.com)

#### **Welcome New APA Members!!**

Jane Chua-Couzens

Travis Hendrix

Allegra Mautner

Lara Miranda

Joe Owens

Heidi Page

Jen Schuessler

Veronica Valencia

Mei Yao

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## Board News:

[Admin view](#)

-Jen Schuessler has volunteered to become the administrator of the APA Facebook page.

-Craft Standards has started to meet again and met on 4/24. They have interviewed the last 2 out-of-town CAP testees- CAP Emily Fronckowiak and CAP Nicole LaPlante. There is another out of town prospective CAP tester in the works

-The Website committee met on 5/1 and is working on improving the website content. Denise Mason has volunteered to be the Website Chair.

-The APA has registered again for a booth at the Solano Stroll on 9/8.

## APA Committees:

Craft Standards: Stand in Chair- Randall Lee

Education: Chair Grant- Foerster

Finance: Chair- Melissa Hyams

Membership: Chair- Michael Weber

Promotions: Chair- Dina Blackwell

Website: Chair- Denise Mason

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## FACEBOOK

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