Vision
A world where the built and natural environments coexist in harmony and sustainable balance, where all peoples can express their diverse heritage and their individual desires to grow and thrive, and where we, as a profession, can substantially contribute to the process of achieving these ends.

Mission
To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.
San Diego Chapter
2012/13 Executive Committee

President
Tim Jachlewski Jr., ASLA 619.795.7603
Insite Landscape Architecture tim@insitelandarch.com

President Elect - Fundraising
Patricia Trauth, ASLA 858.812.3526
URS Corporation patricia_trauth@urscorp.com

Treasurer
David Preciado, ASLA 619.236.0143 x 210
Estrada Land Planning dp@mepes.com

Secretary
Darren Solano, ASLA 858.692.9765
Landscape Architect dmolano@gmail.com

Past President
Jim Kuhlen, ASLA 619.291.0707
Rick Landscape Architecture jkuhlken@rickengineering.com

VP Community Outreach
Nate Magnusson, ASLA 619.236.1462
Schmidt Design Group nmagnusson@schmidtdesign.com

VP Membership
Jim Taylor, ASLA 760.692.1924
The Lightfoot Planning Group jim@lightfootpg.com

VP Programs/Education
Maria Swift, ASLA 215.290.6824
URS Corporation Maria.Swift@urs.com

VP Visibility/Public Affairs
Ty Sterns, ASLA 858.205.9783
Urban Corps tyhuntersterns@gmail.com

Chapter Trustee
Mark Steyaert, Jr., ASLA 760.822.7424
Landscape Architect mksprint@msn.com

California Council of ASLA
Jon Wreschinsky, ASLA 619.916.6956
Land Design Collaborative jswreschinsky@pacbell.net

Stewardship Committee Chair
Tim Smith, ASLA 858.513.0030
Wyn Smith Landscape Architecture tim@wynsmith.com

Landscape Architect Residential Practitioners
Rich Risner 760.518.7106
Grounded Modern Landscape Architecture rich@grounded101.com

Emerging Professionals Committee
Michael Watts, EPC Chair 619.991.0023
mvdesign21@aol.com

Student Affiliate Chapter President
John Thomas 619.660.4262
john.thomas@gcsd.edu

Executive Director
Tracy Morgan Hollingworth 619.225.8155
1050 Rosecrans St, Suite B • San Diego, CA 92106
aslasd@sbcglobal.net FAX 619.222.8154

Newsletter Editor, Advertising Manager and Production
Jerrie Beard 530.621.1701
Beard and Associates PO Box 7, Pollock Pines CA 95726
jsb@beardassociates.com

Thank You to Our Four Seasons Sponsors

BELGARD
HARDSCAPES

Modern Builders Supply, Inc.

T.B. Penick & Sons, Inc.

reproHAUS

California Council of ASLA
2012/13 Executive Board

San Diego Chapter
Jon Wreschinsky (President) 619.697.6200
Jim Kuhlen (Vice President) 619.291.0707

Sierra Chapter
John Nicolaus (Govt Affairs Liaison) 916.443.1033
Dallon La Voie 916.669.5913

Northern California Chapter
Dave Mitchell (Treasurer) 408.793.5528
April Phillips 415.457.2774

Southern California Chapter
Jim Picket (Secretary/Website Mgr) 714.871.3638
Pamela Galera 714.765.4463

State Lobbyist for CCASLA
Terri V. Thomas 916.325.1010
Thomas Advocacy Inc.

LATC Resource
Andy Bowden 949.250.4822
LATC Program Manager
Trish Rodriguez 916.575.7230

CCASLA Executive Director
Tracy Morgan Hollingworth 619.283.8818

ASLA National Executive Officers

ASLA National President
Thomas R. Ravella, ASLA

ASLA National President Elect
Mark A. Focht, ASLA

Immediate Past President
Susan M. Hitchell, ASLA

Vice President Education
Richard Zweifel, ASLA

Vice President Communication
Mark K. Hough, ASLA

Vice President Finance
David L. Lycke, ASLA

Vice President Professional Practice
Annette P. Wilkus, ASLA

Vice President Membership
Shawn T. Kelly, ASLA

Vice President Government Affairs
Chad D. Danos, ASLA

Executive Vice President
Nancy C. Somerville, Honorary ASLA

ASLA National Headquarters
635 Eye Street, NW
Washington, D.C. 20001-3736
Phone 202.898.3333
Fax 202.898.1185 • www.asla.org
Landscape architects will join across the country during the month of April to educate the public as to how Landscape Architecture promotes “Healthy Living Through Design.” They’ll hold public events showcasing just what can be done through hands-on work with the public, speaking engagements, and design charrettes.

With the theme of Healthy Living Through Design, National Landscape Architecture Month (NLAM) 2013 will spur a country-wide discussion about the profession’s role in the most important issues facing our country, such as reducing childhood obesity, cleaning the air, greening the streets, and urging people to get out and take advantage of the great parks and landscapes available to them.

Working with landscape architects, communities can promote health and well-being by encouraging the development of environments offering rich social, economic, and environmental benefits. Healthy, livable communities improve the well-being of people by expanding the range of affordable transportation, employment, and housing choices through “Live, Work, Play” developments; incorporating physical activity into components of daily life; preserving and enhancing valuable natural resources; providing access to affordable, nutritious, and locally produced foods distributed for less cost; and creating a unique sense of community and place.

Besides participating in Chapter (check the SD ASLA calendar and this newsletter) and National events, you can also participate individually by doing small things that will have a big impact such as:

- Post a project (plan, rendering, photo) to your Facebook account and describe what landscape architecture is. This is a great way to quickly populate social media throughout the month with very little effort.
- If you send promotional e-blasts to your clients, designate April as the month to both show off your work and promote our profession. The “Healthy Living Through Design” theme can help shape your content.
- Take your kids, or friends’ kids, or nieces and nephews to a park or trail and let them enjoy the benefits of exposure to nature. Use it as an opportunity to explain how landscape architects shape the places we live.

So, what are you going to do to spread the word about our profession?

From the President

April is Landscape Architecture Month

Tim Jachlewski, ASLA
In-site Landscape Architecture Inc.

“Working with landscape architects, communities can promote health and well-being by encouraging the development of environments that offer rich social, economic, and environmental benefits.”

Visit the ASLA SD website at www.aslasan diego.org for updates.
The Spring Home & Garden Show 2013
Rich Risner, ASLA

Our Landscape Architect Residential Practitioners Committee (LARPC) joined forces with the local AIA & ASID residential practitioners at the Spring Home and Garden Show this year. Together we created a large, dynamic booth and provided free 30 minute “Ask the Experts” design consultations.

Our goal was to educate the public on the profession of Landscape Architecture and how the average homeowner can take advantage of professional Landscape Architecture services. Our 30 minute consultation schedule was booked solid every day with a minimum of 2 to 4 landscape architects giving consumers free consultations and professional advice. Each day we had a steady flow of people entering the booth to ask an “Expert” Landscape Architect something about their landscape project, and we accommodated everyone. We answered questions that ranged from drought tolerant plantings, to city codes and requirements, to specific design styles, to retaining walls, lighting, and irrigation and drainage techniques.

Along with our “Ask the Experts” booth we had a daily public seminar with an expert licensed panel that consisted of an Architect, Landscape Architect and Interior Designer. Many questions were directed to the panel by moderators/senior editors from San Diego Magazine, Riviera Magazine and San Diego Home & Garden Magazine. The discussion title was “The Team You Need – from Concept to Completion,” so many questions revolved around our “Team” professional interaction and public awareness to the benefits of a consumer hiring a licensed practitioner.

Thank you to our volunteers for their dedication to our profession. They were polite, punctual and professional.

I would also like to thank all our sponsors who donated to our booth and helped make our event a great success.

ReproHAUS – Printing
FX Luminaire – Lighting
Diego Delivery – Delivery
Canyon Pottery – Pottery

If you are interested in participating in the LARPC, email Rich Risner at: rich@grounded101.com. Include ASLA-LARPC in the subject line.

Kick-off Meeting a huge Success

Above: Maria Swift, Tim Jachlewski, and David Preciado.
Below: Jim Kuhlken and Tim Jachlewski.

Above: Tim Smith with Jim Mumford.

At left: Joe Dodd, Seth Seaton, Tim Smith, Jackie Higgins, and Abbie Buchan.

At left: Jim Taylor and William Morrison.

At right: Travis Bridges, CLCA San Diego Chapter President Lawrence O’Leary and Javier Cuellar.
San Diego’s First Sustainable SITES Initiative Certified Project:
Tour of Stone Brewing World Bistro & Gardens on May 23

Marney Griffin Jensen

Join event hosts Chris Roessink (Hunter Industries) and Raul Avila (FX Luminaire) on Thursday, May 23, to tour San Diego’s first Sustainable SITES Initiative (SITES) Certified Project, Stone Brewing World Bistro & Gardens located at 1999 Citracado Pkwy. in Escondido. The pre-event garden tour will begin tentatively at 3:30 p.m. (watch for updates via email). The main reception kicks off at 5 p.m.

Stone Brewing Co. CEO and co-founder, Greg Koch, will give a short talk on Stone’s sustainability efforts at 5:30 p.m. Tim Smith, ASLA’s Stewardship Committee Chair, and Marney Jensen from Schmidt Design Group, Inc., the landscape architects of record, will provide an overview of the Sustainable SITES Initiative. They will also explain how Stone Brewing World Bistro & Gardens achieved certification under the nation’s most comprehensive rating system for sustainable design, construction, and maintenance of built landscapes. A representative from Hunter will explain how they have helped Stone Brewing Co., and discuss their own sustainability efforts in the community. At dusk, FX Luminaire will host an evening under the stars and demonstrate Stone’s conversion to FX LED landscape lighting.

Please RSVP by Monday, May 20 to events@hunterindustries.com or on the chapter website at www.asla-sandiego.org.

Four Seasons - $7,500
Belgard Pavers Modern Builder’s Supply
reproHAUS T.B. Penick and Sons

Spring Bouquet - $5,000
Hunter Industries/FX Luminaire

Summer Breeze - $2,500
Rain Bird Corporation Toro

Autumn Colour - $1,500
California Landscape Contractors Association, San Diego Chapter
Evergreen Nursery Miramar Wholesale Nurseries
IRONSMITH Nature Designs Landscaping
Mark Schroeder & Company

Winter Warm Up - $750
Acker-Stone Hydro-Scape Products
Agri Service, Inc. RCP Block and Brick
Benchmark Landscape, Inc. South Bay Foundry
The Brickman Group Southland Sod Farms
Chaparral Inc. Stepstone Inc.
Decorative Stone Solutions
Gardner Outdoor & Pool Remodeling Valley Crest Landscape

In Kind Sponsors
Quick Crete Products Corp. Stone Brewing Company
Rawley Portraits

2013 Lecture Series Sponsors
KTU+A Landscape Architecture Schmidt Design Group
Spurlock Poirier Landscape Architecture Estrada Land Planning
Rick Engineering Landscape Architecture The Lightfoot Planning Grp.
The Office of James P. Burnett URS Corporation

Tri-C... a Natural Sustainable SOILution™
for Soil & Plants
SBE/DBE/UDBE & WBE CERTIFIED - Products Dramatically Improve Plant and Soil Health - Helps Save Water Naturally - Safe in Environmentally Sensitive areas - Enhances Soil Microbiology
NATURAL SOILSolutions 800-927-3311 10910 Wheatlands Ave. • Santee, CA 92071 • 619-562-3100, 800 770-OLSON • www.olsonirrigation.com

A logical idea - Drip irrigation in a head - twelve individual pressure compensating outlets. The patented filter is built right into the unit, and good filtration makes drip work. Drip irrigation designed for landscape - not adapted to it. Call or write
**Save the Date: April 19:**
**Meet the Fellows**
By Patricia Trauth, San Diego ASLA President-Elect

During Landscape Architecture month in April, the San Diego Chapter of ASLA is planning an event to acknowledge all of our local ASLA Fellows! Scheduled for Friday, April 19, from 3 to 6 p.m. at the NewSchool of Architecture and Design, the event will be sponsored by TB Penick and is free to all who RSVP by April 15. This social event is a great opportunity to network with other professionals and find out how our local ASLA Fellows discovered landscape architecture as well as professional lessons learned. We have had a great response from our local Fellows who will be participating in this event!

Categories for selection as a Fellow include one’s professional work and leadership, knowledge and service to the profession. The accomplishments needed for such recognition focus on:

- **Significant positive impact on the public and the profession.**
- **Exceptional contributions to the profession over an extended period of time.**
- **Recognition for those contributions from multiple professional sources.**

This is a joint event with our newest committee – The Emerging Professionals (see article on page one and continued at right). The Emerging Professionals Committee advises the membership on student services and programs, facilitates communication with and among young professionals, encourages member recruitment, and advises and assists chapters by inspiring students and young professionals. Michael Watts heads up this new committee for the San Diego Chapter. For more information regarding the committee contact Michael at mwdesigns21@aol.com.

For general information regarding the event please contact: Patricia Trauth at Patricia.Trauth@urs.com; Ty Sterns at tyhuntersterns@gmail.com; and Joe Dodd at joe@jddesignco.com.

To RSVP contact Maria.Swift@URS.com or register online at http://www.brownpapertickets.com/event/354774.

(continued from page 1: Emerging Professionals)

**Emerging Professionals Committee (EPC) Charge from ASLA National**

Advise the membership and student services staff on ASLA Associate, Student, and Student Affiliate Member programs and services; facilitate communication with and among all emerging professional groups including Student Affiliate Members (and their respective student affiliate chapters), Student Members (and their respective student chapters), and Associate Members (and their respective ASLA chapters), promote the benefits of membership and encourage member recruitment at all levels; communicate with faculty and chapters about ASLA programs and benefits pertaining to students and Associate Members; promote, encourage, and assist ASLA chapter leaders to increase professional interaction with Associate Members, Student Members, and Student Affiliate Members and improve the effectiveness of that interaction.

The ASLA National EPC is made up of 19 members from around the nation. These members have been divided into working groups for the following goals:

- **Professional & Student Chapter Connections Working Group**
- **Promote professional and student chapter relationships.** Working group will brainstorm ideas, identify best practices, and develop programs.
- **Student Chapter Communications and Webpage Content Working Group**
- **Consider ways to effectively communicate with the student chapters to promote best practices and ASLA opportunities.** Review and monitor current webpage content and draft new content (text) for the Student and Emerging Professionals webpages.
- **2013 AM Portfolio Reviews Working Group**
- **Recruit professionals to serve as reviewers at the ASLA Annual Meeting and EXPO.** The goal is to provide mentoring to students and associate members through a brief discussion of their professional portfolio.
- **2013 AM Education Session Working Group.** Coordinate the development and submission of annual meeting education. Topic is focused on emerging professionals. Call for submissions opened on December 12 and closed on February 6.
- **Mentoring Program.** Research chapter mentoring programs and craft guidelines on developing a mentor program (students and emerging professionals).

This is a new adventure for ASLA National as well as the local San Diego Chapter of ASLA. We are excited about the possibilities that this committee has before us and encourage each chapter member to make suggestions and provide feedback.

Please contact Michael Watts @ mwdesigns21@aol.com for more information and scheduled activities!
Become an ASLA Member

By Jim Taylor, ASLA, VP Membership

If you are not a member of ASLA and are wondering why bother becoming a member, perhaps you are not aware of the many benefits membership provides such as the following:

- **Advocacy:** ASLA provides professional and licensing advocacy at the state and federal levels. A good portion of Chapter fees go to supporting our state license. Through the California Council of ASLA, we retain a lobbyist who keeps us abreast of issues affecting our license. Our single biggest threat is losing our license. Much is done on your behalf to protect our license and consumers.

- **Awareness:** National’s Public Relations and Communication Department publicize our profession through public relations campaigns across the nation. This goes hand and hand with advocacy campaigns. The more the public is aware of our profession, the more business opportunities exist for Landscape Architects.

- **Business Quarterly:** Each quarter, ASLA surveys key business contacts for business statistics that affect us as professionals. These benchmarks are published on line and provide a glimpse of business trends affecting our profession.

- **Professional Practice Network:** ASLA offers members a choice of 18 Professional Practice Networks (PPNs) which unite members who share common interests and provide a knowledge base members can call upon as needed.

- **Landscape Architecture Month:** National and our local chapter organize events and media coverage to promote the profession, typically in April. This helps build awareness and showcase the importance of the profession.

- **Landscape Architecture Magazine:** With membership, you receive one of most informative journals published for any profession. If you are a member, please take the opportunity to encourage non-members to join. Not only are licensed individuals qualified, but many of our vendor friends can join as affiliate members. Those new to the profession can join as associate members. Also, ASLA has a payment plan that allows one to pay dues on a monthly basis making it easier to budget this worthwhile expense.

If you have any questions regarding membership or how you can become more involved with the San Diego Chapter, please contact Jim Taylor, Vice President of Membership at jim@lightfootpg.com or 760.692.1924.
CCASLA Report:  
California Legislation Review Underway  
Jon Wreschinsky, CCASLA President

CCASLA is currently reviewing a wide variety of proposed legislation recently introduced with the specific goal of identifying those bills potentially affecting the profession. This is the first year in a while that state budget issues aren’t dominating the legislature’s attention. This relief is presenting an opportunity to address several key issues that directly affect the work of landscape architects. These areas of interest include CEQA reform, sustainable communities, transportation, the use of water in the urban environment and business reform among others. CCASLA will continue as always to closely monitor for threats to professional licensure as well.

CCASLA continues to progress in the development of a state-wide advocacy program to educate local officials and State Legislators on the role of the landscape architects in addressing critical planning and design issues. This effort will build the necessary advocacy network which will go a long way towards strengthening our positions on urban design, sustainability and the environment.

CCASLA also continues its efforts to reform its operations focusing specifically on how to better manage its resources. The Budget Subcommittee is preparing new proposals on the annual budget process, dues structure and a dedicated license defense fund. As these new proposals work their way down to the State’s Chapters, you will have an opportunity to review them and suggest further ways this state-wide advocacy organization can better prepare itself to respond to and address issues critical to the profession.

Each of these efforts are extremely important to the future success of not only CCASLA, but the landscape architecture profession here in California. Your input will be invaluable. CCASLA wants to hear about your successes as well as difficulties advocating for the landscape architecture profession. Together, we can build the type of support that goes a long way towards educating others about what we already know—Landscape Architecture is the one true profession that understands the entirety of our world.

For further information, please feel free to contact me at jswreschinsky@pacbell.net, 619-916-6956 or your local CCASLA representatives.

Trustee’s Report:  
ASLA National Recent Activities  
Mark Steyaert, Jr. ASLA, Trustee

Greetings from your trusted Trustee. This is only my second report to you, so bear with me. I would like to share some of the initiatives and activities National has been up to. I am overwhelmed with how busy they are promoting our profession and the ideals we stand for. When I get the question, “Why should I join ASLA,” this is the first thing I tell them.

So, here is just a smattering of items:
• Recently Director Blackwell (ASLA) participated in a meeting with the White House Council on Environmental Quality (CEQ) to discuss the upcoming national storm water rule. ASLA and other groups reiterated the need and enthusiasm for a rule that includes green infrastructure as a tool for storm water management.
• ASLA National President Tom Tavella, FASLA, has been invited to participate in the Business for Global Summit to be held in New Delhi, India in April. The theme is the emerging market leadership for global green growth. Previous speakers have included Al Gore, Hon. ASLA, and the United Nations Secretary.
• U. S. General Service Administration (GSA) National Design Director for Landscape Architecture Christian Gabriel, ASLA met with EVP Nancy Summerville, Hon. ASLA, and Federal Government Affairs Director Roxanne Blackwell GSA’s on use of landscape architects and enhanced focus on site and landscape design. Gabriel’s position was just recently established as a direct result of ASLA advocacy.
• ASLA celebrates National Women’s History Month, was distributed to several wire services. Goals of the group include:
➤ Creating a space to talk about experiences and challenges in the profession;
➤ Providing informal mentorship opportunities;
➤ Sharing information via The Field and the WILA LinkedIn group;
➤ Promoting work/life balance in landscape architecture; and
➤ Helping our membership become more active advocates for landscape architecture and women practitioners.
• The rough cut of the Membership Promotional Video is complete. When finished the video will be used in social media and email recruitments.

One last thing, as I mentioned in my first article, ASLA is really promoting that each of us join the “Advocacy Network.” The network has been set up to make it as easy as possible to fire off short (or long) messages of support (or non-support) on certain legislation that affects our profession positively or negatively. You can connect to the network by going to the national website and click on Advocacy.

Until next time.

Sustainable Maintenance and Design Discussion
Tim Smith, ASLA, Stewardship Committee Chair

Continuing the Stewardship Committee’s efforts to improve the landscape industry’s stewardship of the land, the committee worked with the CLCA San Diego Chapter to host a discussion on ways landscape architects can design sustainable projects and methods by which landscape contractors can maintain the landscape organically. The discussion also addressed things landscape architects would like to see installation and maintenance contractors do differently to maintain the integrity of our designs.

The event was a great success with nearly 100 people attending. Panelists Michelle Landis of Delorenzo International, Inc., Pete Abernathy of Ecogardeners, John Mohns of Benchmark Landscape and Raj Brown of Heaviland Enterprises, Inc. provided their unique perspectives on these topics which stimulated deeper questions from the audience.

The underlying concern brought up by both disciplines was the importance of communication. While landscape architects regularly express frustration that we do not hear from the contractor often enough during construction, the contractors also expressed a desire for us to be involved more during construction. Landis explained that many landscape architects want to be more involved but often the client does not want to hire the services of the landscape architect for construction administration.

Other issues discussed were the importance of understanding the project site soils, better irrigation design that considers sun and shade patterns and the consequences of potential legislative actions requiring more sustainable maintenance practices.

The short time allotted for the discussion portion of the event only allowed time for brief responses to these and other important issues. With the high attendance and the responses we received afterwards, the Stewardship Committee is inspired to promote additional events focusing on one issue at a time to allow sufficient time for deeper and lively educational debates. This type of discussion should improve the lifespan of designed landscapes and create greater understanding between landscape architects and landscape contractors regarding the knowledge each brings to the project.

I would like to thank Seth Seaton of Belgard for filming the event, Navid Mostatabi of Envision Landscape Studio for loaning his video camera and Chris Roesink of Hunter Irrigation for providing beautiful photography under difficult lighting conditions.

For future events by the Stewardship Committee and other events sponsored by ASLA San Diego, please visit ASLA San Diego’s web site at asla-san-diego.org. The events listing is updated periodically, so check often. If you have any questions regarding these events or want to know more about the Stewardship Committee, please do not hesitate to call me at 858-513-0030 or email me at tim@wynn-smith.com. I am happy to chat with you.

Landscape Boulder
Pavers, Flagstone
Aggregates
Building Stone
River Rock
Pebbles, Cobble
Colored Deco Gravel
Stone Fountains
Retaining Wall Systems
Stone Tile
Thin Veneer Stone
 Coronado® Stone
Serving since 1984
KRC
ROCK
Stone & Boulder
San Marcos • Poway • Lakeside
1-800-KRC-ROCK
(1-800-572-7625)
www.KRCRock.com
Your One-Stop Stone & Masonry Headquarters

S&S SEEDS
- Erosion Control
- Wildflowers
- Revegetation
- Native Plants
- Turf Grasses

CARPINTERIA, CA
Tel: 805.684.0436 • Fax: 805.684.2798
Email: info@ssseeds.com • Website: www.ssseeds.com
Twent y people gathered for our first brown bag lunch of the year at RECON Native Plants Nursery in Imperial Beach on March 13. We enjoyed lunch seated at picnic tables surrounded by beautiful, blooming native plants and a view of the nursery. After our learning lunch, we enjoyed a tour of the nursery with Patrick Montgomery who shared a snippet of his extensive native plant knowledge.

Thank you to all our attendees; it would not have been a success without you! Tremendous thanks to Patrick for helping us better understand native plants. I also want to thank all of the RECON staff for allowing us to spend time at their “office.”

If you missed the event or would like more information on RECON Native Plants Nursery, please contact Patrick Montgomery at patrick@reconnativeplants.com or (619) 423-2284.

10 Tips for Capturing Stunning Photos of Your Work

Chris Roesink, Hunter Industries

Ever look at a picture of a model home or beautiful property in a magazine and wonder, “How did they get that to look so good?” It’s obvious they didn’t take a snapshot on the last day of construction or while they were on a site walk like some of us would. Someone took the time to go out and “make a picture.” Truth is, a lot of work goes into creating great images, so when these images are one of your best sales tools, it’s important to get it right.

Having a clean portfolio of your work available to show clients is a smart move. Always keep a digital photo album with you on your Smartphone or tablet. Post a gallery of images on your website to attract new business or tag and post them occasionally on social media. Your clients don’t know what you are capable of unless you show them what you have done. Don’t forget to snap a couple quick “before pictures” when you get a new project. Even a camera phone will do, just get something. Progress photos are also nice. These should also document you and your team making it come to life.

Here are a few tips on creating those magazine-worthy, stunning photographs of your projects.

1. Shoot in the spring when landscapes are in bloom and typically look their best. Always shoot on days when you have a blue sky. Fluffy clouds offer visual interest.
2. Remember the details – Have the maintenance crew detail the site before you shoot. Bring a broom with you, just in case.
3. Remove clutter from your shot – People, tools, a hose, toys, trash and even furniture can distract from your beautiful landscape.
4. Stage the scene – Lifestyle props like a hammock or even a couple glasses of wine on a table in the foreground make a nice touch. A vibrant colored patio umbrella can also add some flare to your picture. Keep it subtle so you don’t pull attention away from the work you want them to see. Try capturing a few shots of your clients or even professional models enjoying the environment you created. And remember, nothing beats a fresh layer of mulch.
5. Photoshop – A nice sharp vibrant image is eye-catching but be careful not to over do it when using apps or photo enhancing software to spruce up your pictures. Less is more when it comes to retouching an image. If your pictures look fake, viewers will question their authenticity.
6. Camera Gear – The best camera is usually the one you have with you. When it comes to landscape photos, a DSLR with a wide-angle lens can make landscapes look larger and fit them into the frame. Newer smart phones have great cameras, but turn off the flash and try to brace it up against a sturdy surface to keep it steady. Focus the camera on the area you want viewers to pay attention to. Setting the focus manually is a safe bet.
7. Lighting is everything – Shoot when the available light is best, typically early morning or late afternoon at the “golden hour.” Avoid harsh shadows. Professionals use lights and reflectors to place attention on certain elements and add contrast. When your subject matter is backlit use the fill flash on your camera to avoid dark photos. Shooting at twilight adds a beautiful sky. Plan ahead so you are ready when the moment is right.
8. Use a Tripod for sharp landscape photos especially when shooting night photos of landscape lighting.
9. Work the angles – Try to add dimension to your photos by shooting at interesting angles and using leading lines to guide your viewer’s attention into the main subject matter. Get shots down low and bring a ladder to shoot from higher vantage points.
10. Get in close – Don’t settle for just a few wide shots. Shoot the details of your craftsmanship. Fill the frame with plenty of close ups of hardscape, texture and snazzy plant material. Using a few of these simple tricks will have you shooting like a pro in no time. For more info on shooting digital photos, check for classes at your local adult school or contact me directly at Chris.Roesink@Hunterindustries.com.

Seeking Sponsors and Players

See registration form this issue

SAN DIEGO LANDSCAPE ARCHITECTURE
WE’RE HERE TO HELP YOU TRANSFORM
YOUR LANDSCAPE VISION INTO REALITY

- Statewide Delivery
- Expert Service
- Convenience & Selection

Open Monday - Saturday, 7am-5pm
858-552-0592

5400 Governor Drive
San Diego, CA 92122