



Dear Richard

Spring is here and it shows. You can see it and you can feel it - there is a little more lift in everyone's step and a little brighter smile on all of our faces. For landscape architects, springtime is the season where many of the results of our hard work and planning become evident. During the winter months we were busy doing anything but hibernating - business is *blooming* and we are just getting started.

This springtime edition of our quarterly newsletter highlights some of the "showier" things we do at Architerra. From presenting informative and educational sessions to creating alluring appeal for our builder and developer clients - it's showtime!

Thanks for letting us check in with you, we look forward to hearing from you soon.

Best Regards,

Richard Krumwiede
President Architerra Design Group



North Etiwanda Preserve Interpretive Monument

Let Us Bring the Show to You...

The theme at this year's California Trails and Greenways Conference held at The Riviera Hotel and Conference Center in Palm Springs was "*Interpretation: Conveying Values, Promoting Stewardship, Creating Legacies.*" Architerra Design Group's President Richard Krumwiede and Marketing Director John Huber along with San Bernardino County District Manager Tim Millington, were honored and privileged to be selected presenters of the original session entitled "*Interpretive Elements - Adding Interest and Value to Trails.*"

It was an amazing experience made all the more memorable by a packed room of fully engaged trail planners, administrators, stewards and advocates. We would like to thank everyone who participated, asked the good questions and made the experience enriching for all involved.

Are you thinking about adding interpretive elements to your upcoming public or private project?

Interpretive panels and other artifactual elements create a viable point of engagement and "buy-in" from active users, as well as heightened interest from casual observers, not only for trails but for parks, community centers and commons in just about any context.

For those of you that missed the conference we'd like to bring the presentation to you. We can also tailor the presentation to address the specific needs of your project or organization. Interpretation elements can be a vital tool for creating educational, advocacy and discovery opportunities. Let us help you tell your story by telling you ours. Send us an email with the link below, or contact us directly: (909) 484-2800.

[YES! I'd Like to Have 'Adding Interest and Value' Presented to My Organization](#)



Chamlee Presents a Tech Talk Webinar

The SCCASLA presents Architerra Director of Production Jeff Chamlee in a Tech Talk Webinar on "Specifications."

Thursday, May 15
12:00pm - 1:00pm

Subject: Specifications

- * Understand Specification organization and formats used
- * Review of Specification technical sections and writing language
- * Learn about Specification resources and references available

Led by:

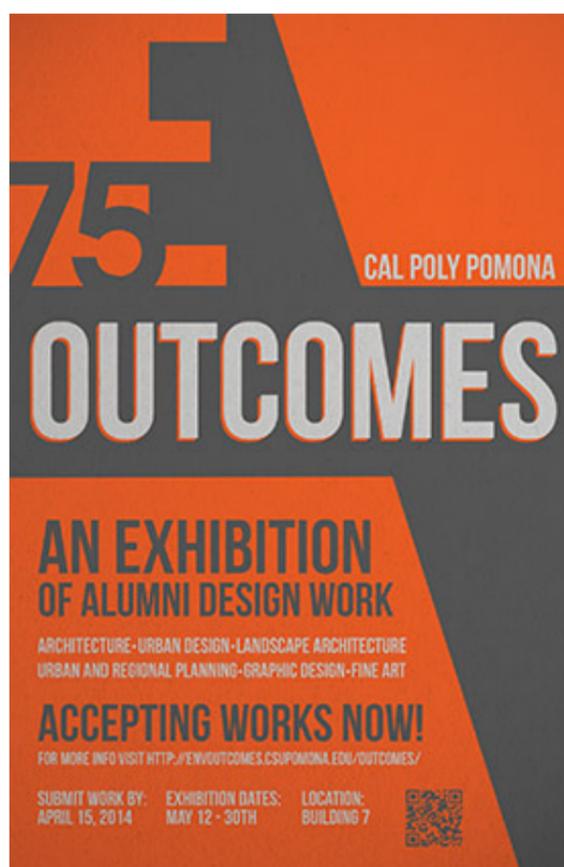
Jeff R Chamlee, PLA, ASLA
Director of Production, Architerra Design Group
Mr. Chamlee has over thirty-five years experience in a diverse array of commercial, public, and private development projects. He currently provides direction and quality control for the development and completion of all construction documents within the firm. He also is a part-time instructor at UCLA Extension, where he teaches various landscape construction sequence classes.

Cost:

Free for ASLA members, but must register [here](#).
\$10 for ASLA non-members, who may register [here](#).

You may also RSVP by calling Vicki Phillipy at 714-838-3615 or by [emailing](#) her.

Webinar how-to information will be sent upon registration.



Outcomes
May 12 - 30, 2014

An exhibition of design work by alumni of the College of Environmental Design, in celebration of the 75th Anniversary of California State Polytechnic University, Pomona.

Landscape Architecture graduates Richard Krumwiede 1984, Gregg Denson 1995, and Jeff Chamlee 1976 have been selected to show one of Architerra's projects, the [Cucamonga Basin #6](#).

With nearly 100 submissions from alumni from all over the world, it is sure to be a stellar retrospective.



Fountain in Front of the Model for The Desi Collection

Grand Openings Now Showing

As the housing market continues to make a steady recovery, we would like to thank the developers and home builders who have entrusted us to prepare the landscape design and planning for their burgeoning communities.

Model home landscape design requires unique skills to effectively market to prospective buyers. In planning the outdoor planting and amenities for these models, the goal is to create an inviting atmosphere that give the potential homeowners a sense of how *this house* could be *their home*. Our designers are very good at creating that lived in "sense of home" that compliments both the house and the community.

Recently the Group visited the [model homes at Estancia](#). This upscale community by Lennar is in Eastvale and the properties are selling fast. When we visited, there was a large crowd of potential buyers checking out the product offerings. Visits like this are our chance to review our work so we may hone our craft and better understand our role for both home buyers and developers.



View from the Second Floor of a Model at Serrano

Another project we designed for D.R. Horton is for their "moderate income" housing opportunities in the City of Claremont. [Serrano](#) is located at the southeast corner of Baseline Road and Mountain Avenue and offers an opportunity for young families and emerging professionals to buy into a well established and desirable City like Claremont.



If you haven't done so already, please like our [Facebook](#) page. It's a great place for connection and conversation about all things Architerra and beyond.

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