

*High-Quality Landscape Plant Materials
Backed by Industry Leading Selection,
Dedicated Customer Service
and Unwavering Integrity*

By Brian Hoover



Santiago Rosales II stands next to his company's newest equipment addition, their Volvo L70 Wheel Loader from Volvo Construction Equipment & Services.

materials, including ornamental shrubs, grasses, tropical plants, succulents, and a variety of annuals and perennials. They are also leaders in the movement toward water-wise landscapes and gardens that are now heavily in demand due to recent and past droughts.

C&S Nursery, Inc. (C&S Nursery) is well-known for their exceptional quality of plant

C&S Nursery, Inc. is a family-owned and operated enterprise that has been serving all of Southern California since 1992. Santiago Rosales Sr. started in the arbor business after purchasing



*Above:
C&S Nursery, Inc.'s
Volvo L70 Wheel Loader
mixing and loading soil
at their 25-acre nursery
in Fallbrook.*

a tree company in 1980. Then in 1992, he turned to his boys to see if they would be interested in helping him start a nursery business in Los Angeles with both himself and their mother, Maria. His oldest son, Santiago Rosales II was 21 years of age and had just received his degree in business administration from Santa Monica College, while his son Christian Rosales, at 20, was finishing up his landscape design degree at the same college. Both decided to join their father in the new venture with their sister, Leslie Sourdi (13 years younger) entering the family business after graduating from UC Berkeley in 2004 with a degree in Latin

American Studies. "We established ourselves quickly in Los Angeles with a great market location on Hauser Boulevard and grew from there," says Santiago Rosales II. "It wasn't easy, and there were those that tried to deter and persuade us from going forward, but we persevered."

They were a minority company starting out in a very competitive industry in the middle of a recession, but they were determined to succeed and resolute on achieving their dreams. "Speaking for myself, I was young with nothing to lose and starting from the bottom, so everything was up from there as far as I was concerned," says Santiago Jr. "We

continue to offer an unmatched selection of native plants and succulents, as well as a large variety of ornamental and tropical plants and grasses. The biggest thing that helped us grow and earned the respect of both our customers and even competitors was our visible work ethic and overflowing passion for what we do."

C&S Nursery, Inc. started in 1992 with one employee other than the family owners and now employ more than 25 individuals between their distribution facility in Los Angeles and 25-acre nursery in Fallbrook. Santiago Rosales Sr. and wife Maria Rosales continue to be involved in the family



C&S Nursery, Inc. in Fallbrook is dedicated to growing quality plants, grasses and other landscape materials.

business, although on a more part-time basis these days. Santiago Rosales II serves as the company president, Christian Rosales as vice president and Leslie Sourdi as secretary, and every family member is an owner in the business. "Together, we have worked hard to grow and nurture our high-quality trees, plants and other materials and it has paid off," says Santiago Jr. "We are a minority Hispanic family that started from the bottom, and I believe that we offer the highest quality of landscape products and the most outstanding service in our local industry. It is an understatement to say that we are very excited about the future of our business."

With service available throughout Southern California, C&S Nursery, Inc. primarily sells their products to landscape contractors and landscape architects working in the residential, commercial and public works construction industry. They are however also diverse in the fact that they also sell to municipalities, resorts, parks and recreation facilities, golf courses, hotels and even the Hollywood movie industry. "We sell outdoor general landscape products with a focus on drought-tolerant plants. Our water-wise product line has been instrumental in getting us through the most recent and lesser droughts periods with plants that can tolerate those type of

environments," says Santiago Jr. "Much of our offerings are native to California; however we also provide product from as far away as Australia and other countries."

From billion-dollar enterprises like BrightView to small mom and pop landscape companies, C&S Nurseries provides the same consistent product and service. They have provided landscape materials over the years for some extensive and unique projects, including large development projects for well-known and respected builders. "We provide everything from the typical native design to things like living roofs and living walls," says Santiago Jr. "We have it all, and no job is too big or too small."

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Much of C&S Nursery's plant materials are native to California with some imported from as far away as Australia.

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C&S Nursery cares for an enormous amount of plants, grasses and other landscape materials, and that means they need reliable equipment to keep up with the demanding workload. According to Santiago JR, they currently own and operate around 10 pieces of heavy machinery. This includes skid steers, wheel loaders, backhoes and pull tractors. Their most recent purchase was a Volvo L70 wheel loader from Volvo Construction Equipment & Services and their representative, Michael Burrell. "We purchased our new Volvo wheel loader to aid in and increase the capacity and production of our soil mix designs. We were looking for a larger machine to mix around 150 yards of soil each week, and the Volvo

is working out very well for us," says Santiago Jr. "We demoed a few different brands, and the Volvo loader came highly recommended to us from other nursery owner peers in the industry. We were very impressed as well and will continue to add more Volvo machines to our fleet in the future."

Santiago Jr. points out that there is still a lot of growth on the horizon here in California and C&S Nursery, Inc. plans on maintaining the proper inventory to meet that demand. "There is a lot of home building going on right now, and we want to be a part of that, as well as the future developments that are currently in the works," says Santiago Jr. "To keep up with the pace and future growth plans of our company, we know that we

will need more land and space, particularly at our production facility in Fallbrook where we plan on adding at least an additional 10-acres." The Rosales family knows that it is their loyal customers that make everything possible and they want to keep those clients after they work so hard to get them. "I continually tell our employees that I am not that concerned about what a customer purchases or even how large of an order we receive," says Santiago Jr. "What we value most is that every customer continues to come back to us time and time again. That is how we measure our service. We want satisfied, loyal customers and that is how we will continue to grow our business now and in the future." **Cc**