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A Life Cut Short Too Soon

The CI Chapter Mourns the Loss of Board Member Brandon Bougeaus

- September 17 Channel Islands Chapter and Friends Fishing Trip to be held in his honor
- Read Steven Kinzler's heartfelt remarks on page 7

**We're
Going
to
Hawaii!**



NEW DATE!

Online Pesticide Educational Course

- May 13, 3:00–5:00 p.m. via Zoom
- Hosted by Channel Islands Chapter
- See page 12 for more information
- All Chapters invited to participate

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STATE AND LOCAL EVENTS

Don't miss any of these very important events!

Subject to Change – Check with Chapter Office First
WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- May 6 SFV Board Meeting, 10 a.m. via Zoom.
Contact Jan Veis for Zoom link
- 13 Pesticide educational course via Zoom. Earn DPR approved and CPUs. Regional event organized by CI Chapter; all chapters invited, see page 12.
- June 17 CI Chapter and neighbors visit to San Marcos Nursery in Santa Barbara area. SFV members welcome. TBD
- Sept. 17 Channel Islands Chapter and Friends Annual Fishing Trip. Details to come.
- 24 Regional Golf Tournament with Channel Islands Chapter, Tierra Rejada Golf Club, Moorpark TBD
- Nov. 3-6 CLCA Convention, Lahaina, Hawaii Westin Maui Resort & Spa



**SFV Chapter Sponsorship
Opportunities Available**

The SFV Chapter values your membership and involvement in our local chapter and would like to offer you an opportunity to participate in our Sponsorship Program. As a Sponsor, you will receive an array of benefits and opportunities to support our chapter as well as receive recognition for yourself and your company.

Because of COVID, we are not able to list the benefits of Sponsorship in detail yet, but they will include such things as promotion on our website and in the *Valleyscape* Newsletter, recognition at chapter events, cost of admission/participation in future chapter activities...and more.

Interested? Of course you are. Call Jan Veis at (818) 772-7233 for more details. Thank you in advance for your continued support of the San Fernando Valley Chapter.

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FRANCISCO SALAZAR
SFV Chapter
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New Times are Here

Times are changing all around us and we are all excited to return to some form of normalcy. With all these changes your board of directors is preparing some interesting events, both in-person and online. These will help us renew our valuable CLCA relationships by enjoying one another's company face to face once again.

CLCA has always been a great way to stay in touch with like-minded people and with industry news. It is no different with various chapters now working individually to bring different programs to their members. These

events include online classes and webinars such as those of Kern County Chapter, Channel Island Chapter's Pest Control class, as well as their CI Chapter and Friends Fishing Trip later this year, and Orange County's Golf Tournament. As for us we have begun organizing our own Golf Tournament to be held in September. The SFV Chapter's first golf tourney in several years will take

place in Moorpark and we wish to have many members attend. More details to follow.

I would like to take this opportunity to remind everyone that our events are a great way to network and learn. If you have the time, reach out to your fellow members, and talk about what is working for you and what is not. If needed, do not delay in asking for advice. If you are unsure as to who to contact for help or for answers to your questions, feel free to contact me personally. If I don't have the answer, I may be able to direct you to someone who does.

Because of these continually changing times, stay in touch for new or changing events, due to new Covid regulations and restrictions. We might even plan something on the spur of the moment once we are allowed to, and we don't want you to miss out. Follow us on social media and read through this magazine to see all the new and interesting things this and other chapters around you are up to.

The pandemic may have restricted everyone from going out, but we can still reach other people via phone, email and Zoom. Stay well. – *Francisco*

FOMO: Fear of Missing Out as a Marketing Tool

From an article in allBusiness by Syed Balkhi, founder of WPBeginner, the largest free WordPress resource site.

FOMO stands for the "fear of missing out." It's the feeling that other people are enjoying experiences – and you're not. And in the case of a business selling a product or service, FOMO can make shoppers feel like they're missing out on an experience that other shoppers are having if they haven't bought it.

FOMO is a powerful feeling and it drives action. In fact, according to statistics, 60% of people make purchases because of FOMO, mostly within 24 hours. So, if you're able to use FOMO as a psychological trigger in your marketing, it can help boost your sales. Now that you know why FOMO is a powerful strategy for increasing revenue, here's how to use FOMO in your marketing.

Create Urgency – When you use urgency in your marketing, users will be more likely to take action quickly. This means shoppers will be more likely to make a purchase in order to avoid missing out on an awesome opportunity. For instance, think about an event company promoting an upcoming concert. They may say things like, "Tickets are selling out fast!" so people rush to buy a ticket before it's too late. Your business can use urgency in a similar way to boost sales.

For example, you can create a limited-time sale. Then to promote the sale, in your email marketing campaigns, social media posts, and on your website, you can use phrases like "Don't miss out!" "While supplies last!" and "One day only!" to create a sense of urgency. Another way to create urgency is by offering free shipping or a free gift with purchase for a limited time. When you create a sense of urgency, you'll have shoppers rushing to the checkout.

Show that People Are Buying – When consumers see others buying your product, it will make them want to get their hands on the product, too. "Over 99 Billion Served" or "Only xxx left in stock." When a shopper sees there is only a small number of an item left in stock, they'll add it to their cart quickly to ensure they can nab it.

Display User-Generated Content – Sharing user-generated content, such as images or videos, is one of the easiest ways to show off the awesome experiences of your happy customers, build social proof, and create a feeling of FOMO. Post the content on your company's social media accounts or website. Another great way to get more user-generated content is by running a contest. For instance, you could run a photo contest to get people to create and submit user-generated content. If your contest has an awesome prize, people will be more likely to take the time to create user-generated content for your business.

Use Exclusivity – Consumers love feeling like they're getting something special or like they're part of an exclusive club. To avoid experiencing FOMO, tons of shoppers will act on exclusive invitations and offers. It's the reason why people are willing to spend more money on VIP tickets to a concert or other event. You can do this by offering a rewards program, free gifts, early access to other products and other benefits. Or by creating a members-only online group that offers special discounts or products to members first.

FOMO isn't about making your audience feel sad or jealous; it's about encouraging them to take action before they miss out. Follow these tips and boost your sales like crazy.

7 Secrets to Keeping Your Service Business Clients for Life

From an article by Susan Guillory, President Egg Marketing

We've all heard it before: It's cheaper to retain an existing client than it is to acquire a new one. That's especially true for service businesses, whether that's accounting, graphic design, marketing, or landscaping. Existing clients already know what your business does and are happy with the results. New clients, on the other hand, see you as an unknown. They're not sure what they'll get with your company, so you have to spend more time wooing them.

Here's what I've learned that works for nurturing long-term business relationships.

1. Listen carefully to your clients

It sounds overly simple but believe me: your competitors might not be willing to truly hear what a client says, and that's where you can shine.

You can learn a lot by asking questions and then listening. A potential client might come to me initially for blog content, but after a 10-minute conversation, I might discover that what they really need is web copy. Sometimes they don't know what they need, but they can work it out simply by talking to you if you're willing to listen.

2. Don't force your service business solution

Many service businesses focus on what they can deliver for the potential client, but they don't actually listen to what the client wants or needs. Maybe someone approaches you about a one-off project, but you want to sell them on the monthly retainer package because it delivers more revenue. This may not be the best way to keep a client long-term if they feel like you're unnecessarily upselling them for something they don't need.

I've been known to turn away potential business because I knew I couldn't deliver what they needed. I would rather they go elsewhere for their needs than try to fit my solutions to their requirements. They always appreciate my honesty, and sometimes they come back when their needs align with my offerings.

3. Be human with your clients

Another way to keep service business clients for life is to consider whether you treat your clients as invoices or as people. Yes, clients are the lifeblood of your business, but they're human, and we could all stand to inject a little more humanness into our business interactions.

Before you dive into the agenda for your next Zoom call with a client, check in with them. What's going on in their lives? How are they feeling? This year has opened the door to more vulnerability and more conversations about life in a pandemic, and that, in my mind, brings us all a little closer together.

I had a client I worked with for years, and somehow along the line, I discovered we shared a love of old Nancy Drew books. When I was cleaning out my closet and found a couple of vintage

copies, I sent them to her because I knew she would appreciate them. That's how I do business.

4. Ask clients regularly how they think you're doing

It's easy to get in a rut when you work with a client for months or years. It's the whole "if it ain't broke" syndrome – if the client isn't complaining, why risk disrupting things?

My philosophy is to check in about every quarter to see how I'm doing at delivering what the client needs. This sometimes leads to a conversation about other needs they have. Sometimes it leads to a frank conversation about how I might not fully be meeting their requirements, and that forces me to set aside my ego to ensure that I am delivering what the client needs at the moment.

5. Send your clients gifts

I've always been a big proponent of sending my clients holiday gifts. It's my way of showing my appreciation for our continued professional relationship. And let me tell you: they love getting a surprise during the holidays! I set tiers for my gift-giving budget so that clients who have spent the most or have been with me the longest get an appropriate token of gratitude.

You can learn a lot by asking questions and then listening... Sometimes they don't know what they need, but they can work it out simply by talking to you if you're willing to listen.

Continued on page 12



CSLB Partners with Kern County District Attorney's Office for Undercover Sting Operation

- **Fourteen individuals cited for illegal contracting violations**
- **Among them were two who did not carry the proper workers' compensation insurance coverage**

On March 16-17 the Contractors State License Board (CSLB) partnered with the Kern County District Attorney's Office (DA) and the California Department of Insurance to conduct an undercover sting operation for combating unlicensed contracting in Bakersfield. As a result, fourteen individuals were cited for allegedly placing illegal bids on home improvement projects and some did not carry the proper workers' compensation insurance for their employees. This is why CSLB is stressing that homeowners always "check-a-license" before hiring someone to do contracting work on their property.

To plan this operation, CSLB's Statewide Investigative Fraud Team (SWIFT) did some simple online searches and reached out to alleged unlicensed contractors through their advertisements soliciting for construction work. SWIFT agents then posed as homeowners and invited suspects to place bids at a single-family home near Meadows Field Airport. Of the individuals contacted, fourteen came to place bids on fencing, flooring, landscaping, electrical, and painting. Bids ranged from \$1,200 to \$17,500.

Twelve of those suspects are now facing illegal contracting charges for placing bids well over the legal \$500 threshold that requires a contractor license (Business and Professions Code (BPC) Sections (§) 7028) and two were referred to the Kern County DA for further action. First-conviction penalties for contracting without a license in California include up to six months in jail and/or up to \$5,000 in fines.

"Those who operate without a California state-issued contractor license can potentially harm the public, tarnish the respectability of the construction industry, and take work from law-abiding licensed contractors by operating in the underground economy," said CSLB Registrar David Fogt. "Additionally, unlicensed

contractors likely don't carry workers' compensation insurance which could leave homeowners liable for workers injured on their property."

**"Those who operate without a California state-issued contractor license can potentially harm the public, tarnish the respectability of the construction industry, and take work from law-abiding licensed contractors by operating in the underground economy."
– CSLB Registrar David Fogt**

Commenting on the operation, District Attorney Cynthia Zimmer stated "Legitimate contractors who follow the rules should not have to compete with unlicensed contractors who refuse to abide by even the most basic and fundamental consumer protection laws. Ensuring that licensing rules are enforced helps ensure the integrity of all contracting industries as well as protect the consumers who rely on contractors' specialized knowledge."

All 14 individuals are facing an additional misdemeanor charge for their illegal advertisements. Licensed contractors must display their license number in all advertisements;

unlicensed contractors must state in all ads for work valued at less than \$500 that they do not have a license (BPC § 7027.1). The penalty for violating the advertising rules for unlicensed contractors is a fine of \$700 to \$1,000.


Twelve of the suspects who did not have the proper workers' compensation insurance policies to cover those working for them are facing additional charges (Labor Code § 3700.5). As a reminder, contractors must carry workers' compensation insurance if they have employees. If contractors don't have employees, they must file a workers' compensation exemption with CSLB, which is noted on the license record.

Eleven of the suspects violating workers' compensation regulations were also issued a Stop Order – a legal demand to cease all employee labor at a job site due to violation of state workers' compensation insurance requirements (BPC § 7127).

Consumers are being urged to check a contractor's license status by conducting an "Instant License Check" which takes a matter of seconds on CSLB's website by typing in the contractor's license number, name, or business name. The search results reveal whether or not the contractor's license is active and/or in good standing. Homeowners can also use CSLB's Find My Licensed Contractor feature to build and download a list of qualified licensed contractors in their area.

All suspects were ordered to appear at the Kern County Superior Court on a future date and time. NOTE: All suspects are presumed innocent until their case is resolved.

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A Life Cut Short Too Soon; We Mourn the Passing of Brandon Bogeaus

It saddens me to say that a very dear friend of mine and a very dear friend to our industry, Brandon Bogeaus, long-time Channel Islands Chapter board member, has been battling cancer and unfortunately has passed away. All of us who knew Brandon, know that within the last year he fought (and fought hard) to beat this disease, but it was just too much. His fight may be over but the memory of who he is and what he stood for will live on. His family – wife Caroline, and three children: Kevin, Taylor, and Allison – have lost a father and a husband way too early.

For me, Brandon was a man’s man. We had many lunches and many talks. We talked of business, we talked of health (he was ridiculously health-conscious and went to the gym daily) and was concerned with and watched his diet profusely. As a matter of fact, when he would eat his dry piece of chicken with nothing on it, I would rub my pepperoni pizza on top of it just to irritate him.

We had great talks, great laughs, and I got a great many hugs from him. The most important thing to him, was his wife and his

children. His balance of family, religion, and work were immeasurable. I have, and will always, look up to Brandon as an inspiration. I love this guy. We would talk about dirt

bikes, firearms, food, and our many adventures. We would always circle back to the most important thing in our lives, and that was our families. He will be missed, but never forgotten.

I will always (*always*) have a special place in my heart for Brandon. I love you, Brother. Until I see you again when we are on those dirt bikes in the sky. I will do my job down here while you are waiting up there. – Steven



BEST OF FRIENDS

Brandon Bogeaus and Steven Kinzler.



STEVEN KINZLER

SFV Past President & V.P. Membership, SK Landscape Design

EDITOR'S NOTE: Steven Kinzler will be the Major Sponsor of the Channel Islands Chapter and Friends Fishing Trip September 17. This is an event both Steven and Brandon enjoyed, and this year it will be held in honor and in celebration of the life of Steven's very dear friend, Brandon Bogeaus.

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What Do I Actually Want? *By Mark Matteson, Sparking Success*

“Figure out what you want in life – and learn how to ask for it!”

– Tony Shaloub from the movie “How Do You Know?”

Most people you meet don’t know what they want in life and business. If they do know, they don’t ask for what they want! Why is that? Well, it’s a number of things that hold them back from living the life they want. I observed there are seven sad reasons why most

people stay stuck in lives of quiet desperation – in no particular order:

- 1) They have never actually thought about what they really wanted.
- 2) No one told them they could.
- 3) They don’t believe they are worth it.
- 4) It’s uncomfortable, even scary to them.
- 5) They are afraid to ask, what if I fail?
- 6) They are worried about what other people will think.
- 7) No one they know does it.

Barbara Sher in her book *Wishcraft* says: *“You must go after your wish. As soon as you start to pursue a dream, your life wakes up and everything has meaning – and our dreams are who we are. Every single one of us can do things that no one else can do – can love things that no one else can love. We are like violins. We can be used for doorstops, or we can make music. You know what to do.”*

What Do YOU Want?

I have been setting goals on 3 x 5 cards since I was 14 years old. Mind you, I didn’t achieve every one. If I’m honest, I achieved 40% of them at best. But if I were a professional baseball player, that would a .400 average.

Around that time as a teenager, I read my first sports biography. My hero was Ted Williams. When he was 17 years old he set a lifetime goal. *“After I retire from baseball, as I walk down the street, I want to hear people say: ‘There goes the greatest hitter in the history of baseball!’”* That stuck with me.

Not since 1941 has anyone in baseball completed a season with a batting average of .400 or higher. 80 years! Boston Red Sox slugger and Hall of Famer Ted Williams was the last to accomplish this feat. And he crossed the threshold in an unforgettable

performance. The 1941 season ended for the Red Sox on Sept. 28. The Red Sox were in Philadelphia playing a doubleheader against the Athletics.

Boston defeated Philadelphia in both games, ending the season in second place in the American League. But the Red Sox’s two wins were overshadowed by a historic day at the plate for Williams. He played left field for the Red Sox in both games, entering the day with a batting average of .3995 – which would be rounded up to .400. His manager wanted him to sit out to secure the record. But Williams insisted on playing to ensure there was no doubt about his mark. Ted Williams hit .406 in 1941, going 6-for-8 on the season’s last day to raise his average from .3995.

The 1941 season was one of the best of Williams’ career. In addition to the .406 batting average, he ended the season with 37 home runs and 120 runs batted in. Williams’ .553 on-base percentage that season set a single-season record that stood for 61 years, surpassed only by Barry Bonds in 2002.

“Ted was the greatest hitter of our era,” Hall of Famer Stan Musial said, “He loved talking about hitting and was a great student of hitting and pitchers.”

I need to watch “How Do You Know” again. Reece Witherspoon plays a baseball player who struggles with life after softball.

What do you really want in life and business? Learn how to ask for it. Ted Williams knew...

Here’s our Book of the Month:

WISHCRAFT

(How to Get What You Really Want) by Barbara Sher

Cindy Fox was a waitress. Now she’s a pilot. Peter Johnson was a truck driver. Now he’s a dairy farmer. Tina Forbes was a struggling artist. Now she’s a successful one. Alan Rizzo was an editor. Now he’s a bookstore owner.

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- Create a support network of contacts and sources
- Use a buddy system to keep you on track

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5 Tips for More Effective and Engaging Zoom Meetings

From an article by Rebecca Mazin, Recruit Right Consulting

To improve your meetings on Zoom, here are a few tips and tools I have learned:

1. Use the Zoom polling feature

Set up polls during your Zoom meeting to learn more about your audience, or to simply ask your attendees to answer a question or two. If you're the meeting host, you can set up your poll before the meeting, or you can add polls on the fly during a meeting, too.

Outside of Zoom, there are web-based polling solutions that will turn audience responses into nice colorful graphics. Go to Mentimeter.com to create word walls, charts, and boards showing the responses. Instructions for users are right on the screen, and people can use a smartphone to respond.

2. Ask for responses in chat

Ask a question to a group and you may get crickets. Answering questions is never fun in person, or even in a virtual setting. For more effective Zoom meetings, I have learned to ask for responses in the chat function. Participants are often more eager to respond through chat, and you can see and save the conversation. You can also use chat to send information, a link, or a document.

3. Use breakout rooms for more effective Zoom meetings

Give your audience an assignment and then divide them up into breakout rooms. Be clear about the question people will be discussing, what type of response you are expecting, and what the time limit is. As host you have the ability to move in and out of breakout rooms. To me it feels a little like wearing Harry Potter's invisibility cloak when you move virtually between rooms, but it works.

I have found that people will more likely talk in smaller groups or pairs, and then when everyone returns to the main meeting, the conversation will continue and grow. Quiet people are also more likely to speak out in a smaller setting, and it allows people more time to talk to each other.

4. Share slides and video

Sharing slides and videos is a great way to focus the conversation and change the Zoom experience from being just a screen full of people's faces in little squares. Become proficient in sharing your screen. It's really annoying to watch someone peering into the camera and saying, "I'm going to try to share my screen, let's see if this works."

Set up a meeting just for yourself where you can practice your sharing skills. And while you're doing that, learn where to check the "Share Sound" box if you plan to show a video. That way you won't have to deal with a row of people complaining, "I don't hear anything," or furiously typing into the chat.

Before you show PowerPoint slides, make sure the viewers will see just one whole slide on their screen, and not your PowerPoint setup. In PowerPoint, go to Slide Show, Slide Show Set Up, and check Browsed by an Individual (window).

Before the meeting starts, have everything you want to share open on your desktop so you don't have to hunt for it. "I had that document yesterday" is not an engaging introduction. Have any PowerPoint presentations open in full-screen Slide Show mode. Don't press escape, just minimize.

You can also share documents. Yesterday I used a few PDF and Word documents that would not fit into a slide. I first checked to make certain they were readable, and then had them open on my desktop so moving between slides, documents, and the full meeting group was as seamless as possible.


5. Use Zoom whiteboards

Using the whiteboard is another good trick for more effective Zoom meetings. Some days I love the Zoom whiteboard, and some days not. Practice using the drawing and text features on a Zoom whiteboard before attempting to use it with a group. Also make sure you give everyone permission to annotate if you are asking them to add content.

And the days I don't love the Zoom whiteboard? Those are when I forget to save, the participants in a breakout forget to save, or it takes them five minutes to find, open, and share. Other formats are easier to use.

Whatever technique or tool you choose to have more effective Zoom meetings, your goal should be to mix it up. If you are giving an explanation or a long lecture, include some slides or use speaker view. That way it won't be so obvious if someone does nod off.

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Hazardous Treated Wood Waste...What to Do? *From a press release by CLCA*

As of April 2021, there are very few options for the disposal of hazardous treated wood waste in California. Furthermore, the limited options that do exist involve managing the treated wood waste as a fully regulated hazardous waste, which is procedurally more difficult and costly. For many generators, temporarily accumulating the treated wood waste is an available option that should be considered.

The state agency responsible for protecting California's people and environment from toxic substances say they understand that "the change in status of treated wood waste and the sunset of the Alternative Management Standards has been disruptive and has caused frustration to many."

"The DTSC (California Department of Toxic Substance Control) is aware of the urgency in resolving this problem and we are actively working on the variance application process."

Used in fence posts, sill plates, landscape timbers, pilings, guardrails and decking, treated wood must now be disposed of in class 1

hazardous waste landfills, following the expiration of a law authorizing less onerous waste management standards.



DEPENDING ON THE MANUFACTURING PROCESS AND AGE, treated wood may contain a variety of toxic substances, including arsenic, chromium, copper, pentachlorophenol and creosote.

After December 31, 2020, all treated wood waste "that exhibits the hazardous waste characteristic of toxicity will be a fully regulated hazardous waste and will no longer be eligible for disposal in Class II or Class III landfills," a fact sheet from the California Department of Toxic Substance Control says.

Fortunately, on February 16 the department started accepting requests for variances that allow the disposal of treated wood waste under the less onerous expired standards.

Depending on the manufacturing process and age, treated wood may contain a variety of toxic substances, including arsenic, chromium, copper, pentachlorophenol and creosote. In a 2019 report to the

Legislature, however, the department notes that not all wood that is treated with a preservative is a potential hazardous waste.

CLCA Recommendations Include:

- For the time being, don't panic – and keep an eye out for updates from CLCA on this important matter.
- Carefully review the California Department of Toxic Substance Control's Treated Wood Waste fact sheet, paying particular attention to the section detailing how treated wood waste must be managed in accordance with full hazardous waste management standards.
- Ascertain the cost of obtaining a disposal variance and determine if a variance request is the best course of action for your company.
- Consider storing treated wood waste for 90 days in the hopes that a legislative solution is forthcoming.

STORY UPDATE!

Treated Wood Waste Disposal Variances Issued

Good news for landscape contractors storing a growing pile of treated wood waste in their corporate yards. The Department of Toxic Substances Control has started to issue hazardous waste disposal variances for haulers, handlers and landfills for treated wood waste. There is a bit of lag time, it seems, from when the variance is approved and it makes these lists:

- TWW Handlers with DTSC Variance
- TWW Disposal Sites with DTSC Variance
- TWW Handler Transporters with DTSC Variance

For the latest information in this area, contact the Chatsworth Regional Office of DTSC at (818) 717-6500. They are located at 9211 Oakdale Ave., Chatsworth, CA 91311-6505.

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Things to Consider for Your Landscape Design

By Francisco Salazar, Groundcare Landscape Company

Whether you are an experienced gardener or a weekend enthusiast, there are some things you should consider when making changes to your landscape. Regardless of whether you are planning a complete garden makeover or just looking to make a couple of changes, there are several important factors to take into account before doing anything. I've provided some tips for you to consider before getting started on your next landscape project.

Know Your Yard

First and foremost you must know your yard. Different regions will determine what type of plants can grow and thrive in your area. If you are not sure about your region, you can check out USDA Plant Hardiness Zone Map. You also need to consider the location of surrounding buildings and large trees. These impact your landscape and will define any wind paths as well as sun or shade areas.



Develop a Plan

Next you need to figure out the purpose of your landscape and develop a plan. Think about who will be using the space. Will it be children, or only adults? Will you be using the area for entertainment or just as a pass-through from one area of the property to the next? When planning, take into consideration the maintenance your garden will need. Will you be maintaining it yourself or will you hire someone else? Do you want your garden to be easy to take care of? These are all important things to consider when developing a plan so that you properly choose your hardscape and softscape areas.

Don't just purchase the first pretty flower you see from your local nursery. You may find that when you get it home it will not go with your current layout. Creating a plan and doing some research will ensure a better fit your garden.

When developing your plan, also consider how you will be placing your plants. Make sure to give your plants enough room to grow. If you have room, layer your plants by placing larger plants toward the back and step them down toward the front. Some plants flower during different times of the year and others lose their foliage at times. Knowing this will help create visual interest points in your garden.

Don't forget the water! Take into consideration drainage and sloping areas for water needs.

It is important to design with the future in mind. Always consider your space and the space between plants, shrubs, and trees. Placing plants too close to each other can cause them to choke each other out and compete for nutrients and water. Allow plants to grow out to maturity with the appropriate space and make sure you have a space you can maintain.

Protect Your Investment

Once you have planned everything out and your plants are in place, it's time to protect your investment as best as you can. Managing your watering will help your plants

survive and thrive. Keeping a close eye on your irrigation system will

also help. If your plants begin to wilt or start to

do poorly, consider moving them to a different location that they might do better in. Timing is everything so be sure to act fast.

Bottom line is this: Whether you are an experienced gardener or a weekend enthusiast tending gardens... planning is everything. Research as much as you can to ensure the plants you choose survive and thrive in your garden. Keep in mind that healthy gardens are sometimes a product of trial and error. If something doesn't work the first time, don't get discouraged. Try again.

If you'd like help re-designing your outside space, reach out to us! We offer a variety of landscape design and construction services.



FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

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Zoom link in next issue

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7 Secrets to Keeping Your Service Business Clients for Life,

continued from page 5

6. Refer your clients to others

Part of good business networking is to connect dots. If you have a contact that you think would make a great partner for a client, make that introduction. Especially if you work in a particular industry, you may be able to refer business from one client to another or otherwise foster cool partnerships. This isn't something that will directly net you benefits, but the good karma will find its way back to you.

7. Keep the relationship going, even after business is done

Sometimes, however, it's not possible to keep service business clients for life. But just because a client stops doing business with you doesn't mean they won't need you in the future. Keep in touch with an annual check-in just to say hi. You don't need to push your business; the simple act of reaching out will remind them of why they love working with you, and if there's a need, you can be sure they'll let you know.

Long-term business relationships have to be developed, and that takes work. But the longer you nurture those relationships, the more they will blossom.

~KURAPIA~

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What Are You Making Progress On Today?

From an article by Jim Paluch, JP Horizons

Consider this thought: all progress takes place based on what we are doing right this moment on the things we are hoping to get better at. Progress is never made by anything that happened in the past. Progress comes when we are aware of where we are right now, the starting point, and then take action in that place.

This concept of progress can be tricky to sustain at times because there is a tendency to look toward the past to identify progress.

An example of this is when you are trying to lose weight, 10 pounds, let's say. You weigh yourself each morning and compare it to yesterday's reading. There may be a temporary weight loss if you deprive yourself of a meal or two. But if you don't make certain lifestyle changes – such as cutting out junk food, developing an exercise regimen, and maybe doing a little yoga – you'll see those 10 pounds come roaring back. And maybe bringing a few friends with them.

The point of this all-too-familiar story is that meeting that goal temporarily was not progress. It was time wasted fooling yourself. We continued to concentrate on how far we were moving from the past, 10 pounds heavier than we wanted to be, and looking forward to the day when we stepped on the scale and reached our goal of losing 10 pounds. Our focus was on the past and the future. The “now” where we make true progress was simply something we had to endure to get from where we did not want to be to where we felt we wanted to be.

The scale was simply a scoreboard. The measurement of 10 pounds was simply a number. Real progress never happens in the past or in the future. Real progress happens in the now. Real progress in this case would have been found in picking up a book on eating correctly, finding the thing that drew you out of bed in the morning that you desired doing, whether it was a walk or run or bike ride, or exercise routine. The real progress happens in the little changes you make right now, today. It comes from the actions you are taking today and continue to take that warrant progress.

Progress is not just hitting our sales goal. Progress is becoming better at selling, becoming better at leading, becoming better at having a healthy lifestyle. Progress is the things we do each and every day that have an impact on the things we are keeping score on . . . the scale, the growth in our leadership skills, achieving sales goals, the increased amount in our savings account because of the disciplined actions we are developing each day. Progress is not a starting point or an ending point. Progress is an action that takes place today and leads us to a different future.

So, I will return to my original question, “What are you making progress on today?” What are you doing today that is making you better and because of this action you will look back sometime in the future and be glad you did it? Progress starts now, in this moment. It starts exactly as soon as you take one small step that

leads you in the direction you want to go. It is actually happening right now as you read this newsletter. It happens as you read something positive that gives a new thought you might not have had without reading it. If you want to make progress, stay focused on the now, stay focused on the things you are doing today that will

ultimately lead you to a better place in the future.

“Progress is a nice word. But change is its motivator. And change has its enemies.”

– Robert Kennedy

“We all want progress, but if you're on the wrong road, progress means doing an about-turn and walking back to the right road; in that case, the man who turns back soonest is the most progressive.” – C. S. Lewis



JIM PALUCH
JP Horizons

Progress is not just hitting our sales goal. Progress is becoming better at selling, becoming better at leading, becoming better at having a healthy lifestyle.

If you want to learn more about the power of PEOPLE SOLUTIONS THAT DRIVE BUSINESS PERFORMANCE, contact: JP Horizons Inc., 1927 County Road 1035, Ashland, OH 44805; Phone: (440) 352-821; Fax: (440) 352-8225; jim@jphorizons.com; www.jphorizons.com.

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Wise Thoughts on Caring for Your Garden of Life

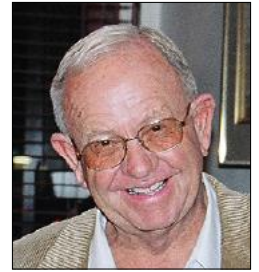
Yes, I have retired. I'm into my eighth month now and have found that I enjoy reading even more than before. It can be any topic or novel I come across, as you will see in this article. Lately, a lot of political discourse...I call it satire so I can actually find it humorous in a way. It's all about political power for the "Right" or "Left."

Staying busy has been easy...and focused. Oscar Wilde made a statement that said, *"The Book of Life begins with a man and woman in a garden. It ends with Revelations: satisfying relationships don't 'just Happen,' they must be created and most important, sustained."* We are all blessed with our spouse or significant other, by right of consciousness. We are especially blessed if we have someone with whom we can stroll through that garden together.

In the gardens we maintain, as in our garden of life, care and nurturing are necessary to continue developing and maturing. It's part of our Creator's plan for all of us. And yes, Love Does, Always. Our journey and awareness begin anew every minute of every day. Take care that your thoughts in those moments are coming from right thinking. As I have said before, only you can think for yourself. You can't pass it on – thinking – to anyone else. Nor can others pass their thinking to you. Their thoughts, yes... their thinking, no. It's your garden...treat it right.

The Bible puts it this way, *"Take us the foxes, the little foxes, that spoil the vines: for our vines have tender grapes."* (Song of Solomon 2:15) That's poetic Olde English for, "Keep stinking thinking out of your garden of life or your crop will suffer the consequences."

Albert Schweitzer believed in "the reverence for life." There is a creative life force that we all use, whether you know it or not. Happiness is an inside job. The Divine Potential within you is waiting.



DAVID JUNOD
Sheridan Landscaping,
Inc.

Amenhotep, King of Egypt in the 14th Century BC, said, *"Thou doest fashion the beauty of form through thyself alone."*

For thou art the lord of the day at its zenith. And thou are in my heart." Our world is the atmosphere of our thoughts. Think about clearing the attic of your mind of clutter of any odds and ends that are useless, and replace them with loving happiness, success, health and greater good.

The world, and each of us individually, can and will experience a new self-definition using our inventory in an intelligent way. Right, intelligent attitude and affirmative direction from our Creator's inner unfoldment to each person, knows no opposite. This gives me a warm fuzzy feeling all over. And, I'll give a swift kick in the cant's!

Awaken to the infinite possibilities that are wonderful within you – the Best of the Best in action.

Namaste. – Dave



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