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"How Our Members Market Their Businesses" ROUNDTABLE DISCUSSION

- Thursday, May 26, 6:30 p.m.
- Free Event includes Dinner
- **SFV Chapter Event hosted by Landscape Warehouse**
7053 Valjean Ave., Van Nuys
- See story on Page 2

SFV LANDSCAPE BEAUTIFICATION AWARDS ENTRY DEADLINE EXTENDED

- Entry forms now available online at www.clcasfv.org
- Entries due April 28, Judging May 5-7
- Awards Banquet set for June 25
- See Page 3



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THIS FREE EVENT INCLUDES DINNER!

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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

The April 28 Supplier Showcase and Technology Summit hosted by the Channel Islands Chapter has been postponed TBA

- April 28 SFV Beautification Awards last day to enter.
Late fee waived through April 25
- May 5-7 Landscape Awards Judging.
- 12 SFV Board Meeting 10 a.m. via Zoom
- 26 Roundtable Discussion on “How our members market their businesses.” The FREE event starts at 6:30 p.m. and includes dinner; hosted by Landscape Warehouse, 7053 Valjean Ave., Van Nuys, CA 91406; (818) 387-6445).
- June 25 Landscape Beautification Awards Dinner, Grand Vista Hotel, Simi Valley. Organized by the SFV Chapter but all area members are invited to attend. Details to come.
- Sept. 16 Channel Islands Chapter & Friends Deep Sea Fishing Trip, Hook’s Landing, Oxnard, 5 a.m.
- 19 SFV Golf Tournament, Tierra Rejada Golf Club, Moorpark. Details TBD
- Oct. SFV Auxiliary Education Scholarship Auction TBD
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. Holiday Party TBD

FLASH!

Entry Deadline for the SFV Beautification Awards has been extended to April 28!!!

The San Fernando Valley Chapter has extended the entry deadline for its Beautification Awards competition to April 28. Also, the late fee is waived through April 25.

Landscape contractors from San Fernando Valley, LA/San Gabriel Valley, and Channel Islands chapters are all invited to enter the competition.

Now's your chance to enter those potential award-winning landscape projects you were debating whether to enter or not. Of course, you need to enter them. Your fine work will bring oos and ahhs from everyone in attendance at the June 25 Awards Banquet to be held at the Grand Vista Hotel in Simi Valley.

Go to www.clcasfv.org and download the entry forms. And you thought you missed your chance. No way...but act now, or you will have.

For more information call SFV President Francisco Salazar at (818) 255-5755.

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
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More Educational Events Planned

Hello, all CLCA members and prospective members! Wow, it is already April and there is so much to do. These days it seems like everyone is very busy with a ton of work that we just don't know what to do with it. I hope that everyone is seizing the moment and making the best of it.

I would like to thank Richard Cohen, a state and local multi award winner of Richard Cohen Landscape and Construction, for his time presenting us with his tips on how to prepare award winning sites for our beautification awards. It was a great presentation, and I am sure many got great information from it.

Like this past event, we have planned more educational and networking events for the rest of the year. Our next event will be Thursday, May 26 with our Roundtable Discussion at Landscape Warehouse in Van Nuys. The subject is "How Our Members Market their Businesses." The event is FREE and includes dinner.

For more information, contact John Hernandez at (626) 715-1757 or eldoradowriters@gmail.com. Register at www.clcasfv.org and see you there.

Our next event will be May 26 with our Roundtable Discussion at Landscape Warehouse in Van Nuys. The subject is "How Our Members Market their Businesses." The event is FREE and includes dinner.

Landscape Beautification Awards Deadline Extended to April 28

The deadline for entries in the SFV Landscape Beautification Awards competition has been extended to April 25 without late fees, and a final deadline of April 28 with late fees. I hope you got your entries in. If not, you still have a couple of days until the drop-deadline. The Awards Banquet is June 25 at Grand Vista Hotel in Simi Valley. Don't miss it!

Once again, if you have any questions, if you are interested in joining our chapter or you want to be more active, don't hesitate to contact me.

Thank you! – Francisco



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The Top 5 Physical Business Security Threats of 2022

From an article by Ryan Schonfeld, Hive Watch Security Consulting

1. Crime/Theft

There has undoubtedly been an increase in crime since the pandemic swept the nation in early 2020. Companies of all sizes are more at risk of burglary, robbery, vandalism, shoplifting, theft, and fraud than ever before. Now there's "flash-mob" robberies.

What your business can do:

Be prepared. Having a strategy in place for if and when these types of crimes occur is vital. If you can find out ahead of time if an event will be happening, you won't be caught off guard and forced to think quickly and on the spot.

- **Social media monitoring.** Most of these crimes are highly coordinated ahead of time via social media. Social media monitoring can sometimes detect these events in time for physical security measures to be implemented.
- **Utilize technology.** Take advantage of technology that would allow high-value items/your location to be locked down quickly and to record the crimes in progress.

2. Workplace Violence

Workplace violence can range from threats and verbal abuse to physical assaults and even homicide. The types of relationships that can cause workplace violence typically are worker-on-worker, customer/client, personal relationships, and criminal intent. Unfortunately, this type of violence occurs at a startling rate in the United States.

What your business can do:

- **Access control.** Control whom you're letting into your facilities and when—even your employees. Employees cause 21% of workplace violence incidents; 79% involve people who shouldn't have been able to enter the building in the first place.
- **Identify warning signs.** Technology tools can help identify threats and compliance issues across social media and the dark web. This is relevant for both internal threats from employees and external threats.
- **Integration of data and cooperation between teams.** When your data is aggregated from your various teams and systems, operational efficiency is increased, creating a fuller picture for physical security, cyber security, and HR team efforts.

3. Biosecurity

Now more than ever, employee and company safety comes with an emphasis on physical health. Health and safety teams who were once more concerned about appeasing OSHA have now become novice epidemiologists, keeping up on the latest Covid strains and CDC recommendations.

Although the need for biosecurity is currently top of mind, it is not a new need. Pre-pandemic, annual influenza epidemics cost American workers over \$16 billion in lost earnings annually.

Security systems are now available that utilize all data inputs for enhanced contact tracing to combat and prevent major pandemics like Covid-19 and the flu.

4. Natural Disasters

Natural disasters have increased by a factor of five over the past 50 years. With these disasters only expected to worsen and happen

more often, companies need to prioritize more useful security systems to keep their employees and assets safe.

Business continuity and recovery plans for hazardous weather are essential for companies. Some systems can utilize early warnings to detect these events, alert companies, and properly communicate to employees to put their disaster evacuation plans in place. It's important to get ahead of disasters to protect

your employees.

5. Back to Work/Hybrid

With some going back to in-office work and others permanently working from home due to the pandemic, the physical security of an organization's employees and its assets has become a more complex issue that requires more attention.

What your business can do:

- **Workspace management/registration.** Having people register for a desk or crew position before they come in lets you know who will be in for work and when.
- **Visitor management.** Now, having a record of who visited when is even more important for things like contact tracing.

Companies owe a duty of care to their employees to keep them safe and protected from the ever-growing complexity of physical security threats. New approaches, innovative technologies, and a strong business security plan are necessary to protect employees and prevent physical security breaches effectively. Properly and efficiently assessing and gathering all the physical security data available to a company allows them to become proactive instead of reactive, protecting companies and their employees and saving lives.



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JOSÉ ROBLES
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Circle of Friendship

There is a philosophy I have adopted over the years that involves the closest people in my life. I call it my Circle of Friendship and includes family members, dear friends, key customers, and a few additional special people as well.

Whether planned or it just evolved, I realize it determines how I think about these folks, how I interact with them, what they can expect from me, and what I might expect from them. This circle is to be cared for, protected, immediately fixed if broken, and brought together on occasion to encourage possible relationships between its members. I can count on them, and they can count on me. Just consider for a moment the tremendous value in that statement!

Relationships like these are fulfilling and heartwarming on a personal level, while empowering and rewarding on a professional level. These are the customers who get special treatment because they have been with us for some time and are with us for the

long haul. These are the friends and loved ones who I go hunting with or invite on our yearly fishing trip. And these are the special people who come to our Christmas party when Covid allows.

Speaking about our Christmas party, this is how I can tell that my Circle of Friendship is healthy and continues to grow. Its growth can be seen by the way the Christmas dinner table keeps getting longer each year!

Relationships like these are fulfilling and heartwarming on a personal level, while empowering and rewarding on a professional level.

I truly believe that my relationship with the individuals in this circle is much of the reason why Landscape Warehouse has been able to thrive and grow in this difficult business climate, while some others are just hanging on or are no more. It happens that this is a benefit of my philosophy, but not the reason for it. The reason is that I like people and I am blessed to have so many great people that I can call my friends.

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8 Tips to Get More Done at Work *From an article by Jayson DeMers, EmailAnalytics in allBusiness*

You can increase your productivity in many ways, like delegating various tasks, automating what you can, and using time-management apps to improve your output. But there are also a number of psychological tricks that don't get nearly enough recognition.

These habits and changes can alter your state of mind, reshape your behavior, and even trick you into doing more work:

1. Commit to short time intervals

The most difficult part of any challenging task is getting started. If you know you're facing a massive project, or a batch of tasks you don't particularly enjoy, you may waste time procrastinating. Commit to smaller time intervals; instead of deciding to complete a three-hour project, commit to starting it for just five minutes and you'll likely feel motivated to continue working on it.

2. Break big tasks into smaller tasks

Break up the biggest tasks into smaller ones. Large projects can be intimidating, small tasks are easier to prioritize, delegate, and accomplish.

3. Build momentum with small accomplishments

You're more efficient if you can work at a steady pace versus constantly stopping and restarting. First work on small, easy-to-accomplish tasks early in your day. Then keep that momentum going.

4. Turn off notifications

It takes about 23 minutes to recover your focus after a distraction, and any notification could serve as that distraction. Turn off notifications entirely on all your devices and exit your email platform. You can always catch up on messages later.

5. Find the right music

Music can increase productivity, but it must be at the right volume. Too loud, and you'll be distracted, too soft and you miss the benefits. Avoid lyric-heavy content that can also be distracting. The genre isn't particularly important.

6. Develop and follow routines

This isn't something you can accomplish in an afternoon, but over time try to establish some routines. Once you've established a strict process for completing a task, it will become easier to accomplish that task in the future.

7. Break your obsession with perfection

Perfection can keep you from starting tasks that intimidate you and cause you to constantly question your work. Understand and accept that your work will always be flawed, and you will end up performing much better.

8. Have fun with your coworkers

Spend some time having fun with the people you work with. Laughing and doing things you enjoy relieves stress, and the positive socialization releases oxytocin, which will improve your mood and productivity.

If you know you're facing a massive project, or a batch of tasks you don't particularly enjoy, you may waste time procrastinating.

Putting it into practice

The biggest issue with these tricks to be effective is they require effort and commitment. You can sit here and read this article, nodding your head in agreement about some of these ideas, but unless you actually start using them, they aren't going to help you.

Whether or not you try some of these tips, at least make a concerted effort to shake up your routine and experiment with a few new tactics. It's the only way to achieve change in your work habits.

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Ewing Acquires Hageman Earth Cycle

Ewing Irrigation & Landscape Supply recently announced its acquisition of Hageman Earth Cycle in Northern Colorado, creating a new service model opportunity, while continuing to expand within the state and grow Ewing Landscape Materials locations.

Ewing, the nation's largest family-owned wholesale distributor of landscape and water management products, has locations throughout the state, including the Denver metro area, Colorado Springs, and Fort Collins. With the Hageman acquisition that was effective April 8, this became the seventh Ewing Landscape Materials yard in the state of Colorado; alongside its five irrigation branches.

"We picked Ewing because they have a strong family-owned business background. We're confident they'll carry our values



"The synergies between Hageman and Ewing's businesses align not only as family-owned and operated businesses focused on customer service excellence, but also as green industry stewards with a passion for sustainability," said Douglas W. York, President and CEO of Ewing.

forward and treat our customers and employees well," said Roger Hageman, on the decision to sell Hageman Earth Cycle. "We will miss being such a big part of our community, but we're already looking at ways we can volunteer and give back while we enjoy our retirement."

"The synergies between Hageman and Ewing's businesses align not only as family-owned and operated businesses focused on customer service excellence, but also as green industry stewards with a passion for sustainability," said Douglas W. York, President and CEO of Ewing.

Through this partnership, Ewing will retain the local staff at the Hageman Earth Cycle location. This new location began serving customers as Ewing Landscape Materials on Monday, April 11.

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Mistakes to Avoid When Hiring Consultants *From an article in allBusiness*

Consultants play a part in the ongoing activities of many businesses. They come from a wide range of backgrounds and need to be evaluated carefully. Below are 10 of the most common mistakes small business owners make when hiring consultants.

1. Not having a contractual agreement

Make sure to have the parameters of the relationship, specifying the agreed-upon work and the timeframe in which the work needs to be completed, in an agreement signed by both parties.

2. Not checking the consultant's background

Consultants vary widely in their skills and abilities. Some are at the top of their field, while others have more recently jumped on the consulting bandwagon. Some due diligence, which includes checking references, will help you discern the pros from the wannabes.

3. Failing to assess if someone in-house could do the job

A common mistake is not taking into account the various skills of your own employees before hiring a consultant. Reread the resumes of your staff.

4. Not checking the compensation scale

Check the going rate in the industry. You need to do some research to find out the pay range for the services you require before you end up overpaying.

5. Not establishing who pays for expenses

Beyond the consultant's fee are various expenses that he or she may expect to be covered. These should be discussed in advance.

6. Not asking the consultant's availability

A consultant that takes on a job and disappears for three weeks to do another job is typically not a benefit to your business. Make sure the consultant is available to work on your project.

7. Not conducting a thorough hiring interview

Take the interview process as seriously with consultants as is typically done with full-time employees. If they will be involved in the future of your business, it is imperative that you conduct a comprehensive interview.

8. Not having the consultant sign a letter of confidentiality

Since contractors are free agents, you need to keep in mind that they may work for your competition after completing your project. Therefore, having a signed letter of confidentiality is important.

9. Not clearly describing the project at the outset

Lack of clear communication is a common mistake. Too often contractors and employers are not on the same page from the start, which leads to numerous complications later on.

10. Failing to introduce the consultant to your staff

Before other employees start questioning who this person is and why they are asking for files or about certain projects, you should make sure to introduce the consultant to your regular employees, especially those with whom he or she will be working.

Four Low-Cost Ways to Improve Your Customer Experience

From an article by Brian Sutter in allBusiness

To help you improve your company's customer experience and stay within a small budget, here are four affordable ways to really make a difference in how people experience (and think of) your company. None of these require a big budget and many of them can be implemented for free.

1. Be friendly

I'm sure you've walked into stores, restaurants, or offices where people were personable and happy. You have also probably walked into places where they were clearly unhappy, and it affected your experience with the business.

Even when decorated with posh furniture, an office where people are tense and defensive is not a nice place to be. Alternatively, even a beaten-up gas station brightens when a cheery voice greets you with "Hello!" from behind the counter.

Of course, creating an environment where people are happy can cost a bit of money. If that makes you want to hold back, consider this: How much business will it cost you not to invest?

2. Make it easy for people to find you

Many small businesses still don't have a website. That's really got to change. Without a website, you're –

- Making it harder for people to learn about your business
- Neglecting the single most effective marketing tactic there is (having a website)
- Letting your competitors gain – and keep – an edge

Continued on page 10



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Four Low-Cost Ways to Improve Your Customer Experience, from Page 9

Your website does not need to be fancy or expensive, just make sure it's mobile-friendly. Why? Because more than half of your site visitors will visit your website from a mobile device.

Also make sure you've got accounts on the major local business sites, like Yelp and Google Places. According to BrightLocal, "34% of consumers think a smart website gives a local business more credibility." Get a simple Facebook page, too; it's free, and customers expect local businesses to have a Facebook page almost as much as they expect them to have a website.

3. Keep it clean

We all know first impressions matter. For landscapers, clean trucks, appropriate uniforms, and big smiles are a must. Having a clean, orderly business presence doesn't cost very much at all, but goes a long way toward shaping customer perceptions.

4. Have a small budget in place for when you screw up (or when you run into an awful customer)

Most people are reasonable and good to deal with, but every so often, someone is difficult. Sometimes, *really* difficult. It's easy to get burned when you end up doing business with these people – they can drain a lot of time, a lot of energy, and a lot of enthusiasm. They will also, of course, threaten to leave you an awful review.

So step out of the mess. Set aside a small amount of money to simply refund their order and wish them well, after apologizing that you can't do any more for them.

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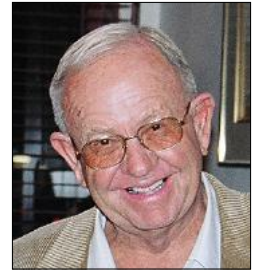
Rising Above the Ordinary

There is a magnificent source of all that is seen and unseen. All of us are centered with the ability to know that our Creator is in back of all things. As visionaries, designers, contractors, and allied tradesmen and women, we all have many opportunities of the Bountiful Creator-God to express while on our life's journey.

We all have positive and motivational thoughts. We release any thoughts that do not serve our highest and best good and listen to our inner direction and guidance. Each and every one of us is a perfect representation of our Creator actualized. We all know we are worthy of the gifts that God has for us. As I have said before, "We all are each clearly defined individuals, not two alike." This is magnificent! Our creative talents are self-evident in our work efforts and in playtime.

I believe that the infinite creative intelligence conspires with perfect love – yes, love does, always, to manifest as divine activity everywhere and at all times... whether we know it or not. We each are one with the successful productive action of life – of our Creator – using our innate talents to bring the highest and finest to every endeavor and success in all that we do. We work with clear intention whether

designing, installing, or maintaining. It is in each heart's desire to excel personally and professionally to lift each achievement to brilliant, deeply satisfying accomplishment.



DAVID JUNOD
Sheridan Landscaping,
Inc.

**It is in each heart's
desire to excel personally
and professionally to
lift each achievement to
brilliant, deeply satisfying
accomplishment.**

It is loving what we each do and doing what we love inspires us and brings greater purpose to each task. In turn, we rise above the ordinary.

It is, as I believe, that every thought, every plan, and all activity originates from our creator out by of our thinking as we recognize and embrace the work within. Now it's time to finalize what projects you are entering in the upcoming Beautification Awards program this year.

Yes, love does, always. – *Namaste, Dave*

"Planting a garden is a belief in tomorrow." – *Audrey Hepburn*

~KURAPIA~

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