



# Valleyscape

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## THE NEXT EVENT

### How to Prepare Your Project Sites for the Awards Competition

- Thursday, April 11, 4:30 p.m.
- FREE On-Line Zoom Webinar
- Presented by CLCA State Director of Membership Sal Hernandez
- See page 2 for details



## COMING UP IN MAY

### Landscape Photograph Basics – How to Take the Best Pictures of Your Landscapes

- Thursday, May 2, 5:00 p.m.
- Ventura Coast Brewing Company, 76 S Oak St., Ventura, CA 93001
- See flyer page 14 for details

POLLINATOR EVENT VIPS – Shown at the opening day of the Butterfly & Pollinator Habitat Project in San Fernando are SFV President Francisco Salazar, San Fernando Vice Mayor Mary Mendoza, Channel Islands Chapter President Ivan Salazar, and State Secretary-Treasurer Alex Salazar. (See more Pollinator Habitat event photos on page 9.)





**2024  
Landscape  
Beautification  
Awards**



**San Fernando Valley Chapter Entry Forms  
are available online now at [www.clcasfv.org](http://www.clcasfv.org)**

All Los Angeles/San Gabriel Valley, San Fernando Valley and  
Channel Islands area CLCA members invited to enter.

**Entry forms due April 19; Judging is May 2-4, 2024.**

Join us for an online seminar...

**Greater Profits: The Benefits of  
Building Award-Winning Projects  
Thursday, April 11, at 4:30 p.m.**



Click here to Register



presented by  
**Sal Hernandez**  
Pacific Breeze  
Landscape

Learn how to increase your profits with award-winning projects by attending this informative webinar led by Sal Hernandez with Pacific Breeze Landscape. Sal has curated a broad and award-winning portfolio winning multiple awards at both the local and state level over the last several years. Don't miss this opportunity where you can learn first-hand the benefits of building award-winning projects and how to prepare them for judging. The meeting will be held via zoom.

Winning a Beautification Award can be an excellent marketing tool that can help you increase your profits and grow your business. Wondering what project(s) you should enter? Curious to know what you can be doing to prepare your project for judging? Sal's got the answers!

**Register online at [bit.ly/April11Zoom](https://bit.ly/April11Zoom) or [www.clcasfv.org](http://www.clcasfv.org)**



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818-772-7233 will be  
discontinued after April 24**

**STATE AND LOCAL EVENTS**

**Don't miss any of these very important events!**

**Subject to Change – Check with Chapter Office First**

Apr 11 “How to Prepare Your Project Sites for the Awards Competition.” Zoom presentation prepared by State Director of Membership Sal Hernandez, a multi landscape award winner at chapter and state levels. FREE, begins at 4:30 p.m.

May 2 Board Meeting 9 a.m. Zoom

CI event: Landscape Photograph Basics – “How to Take the Best Pictures of Your Landscapes.” The event will be held at Ventura Coast Brewing Company, 76 S Oak St, Ventura, CA 93001 starting at 5 p.m. SFV chapter members invited.

2-4 Judging for Landscape Beautification Awards.

June 22 Beautification Awards Banquet at Concessions at Encino Golf Course.

Sept 13 Channel Islands Chapter and Friends Fishing Trip through Hook's Sportfishing, 3600 Harbor Blvd. #115, Oxnard, CA 93035.

18-19 The Landscape Expo (TLE 2024) Anaheim Convention Center.

Nov 7 CI event: Landscape Lighting Demonstration by SPJ Lighting at Devil Mountain Wholesale Nursery, 3200 W Telegraph Rd, Fillmore, CA 93015. Details TBD.

12-16 CLCA Convention at Hyatt Regency Newport Beach.

Dec Holiday Party TBD



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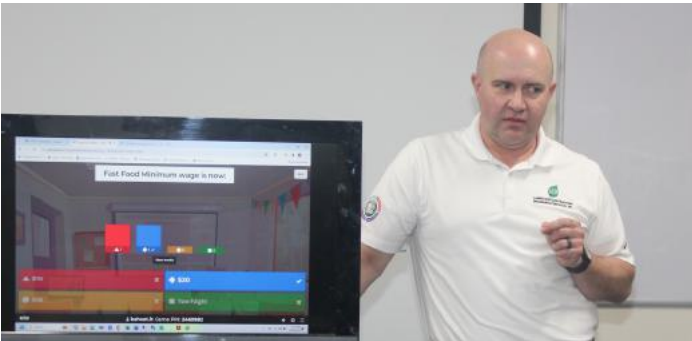
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**FRANCISCO SALAZAR**  
SFV Chapter  
President  
Groundcare  
Landscape Co.

## Important Events You Don't Want to Miss

Hello fellow San Fernando Valley Chapter members. I would like to begin by giving a special thanks to LCIS rep Brian Arnold for a great and engaging presentation given this last March 28. Thanks to Ewing for allowing us to use their meeting room and for providing food for those who attended. These are the type of events that members should take advantage of to gain as much information as possible on issues concerning their businesses.



**VIP/PRESENTER** at the March 28 Legal Updates: Claims & HR Laws seminar is Brian Arnold, LCIS Claims Director. The event was held at Ewing-Glendale.



**SFV PRESIDENT** Francisco Salazar and SFV Treasurer/Past State President Mickey Strauss take a Kodak moment at the interesting and informative presentation about Claims and HR.



**FIRST-TIME CLCA GUESTS** at the Legal Updates presentation by LCIS are Julian Aston of inTouch digital marketing and Guillaume Lemoine of Picture This Land Landscape Design.



**SFV VP Programs** Scott Donoho of Toro and Channel Islands Chapter President Ivan Salazar take in the important updates on Claims and HR laws.

In staying with the spirit of learning to improve your business, our next event is April 11, a Zoom presentation by Sal Hernandez on "How to make the most profit from your award-winning projects." Whether you are able to make that presentation or not you should still send in your entry applications as soon as possible. We are accepting entries for the Landscape Awards Competition from San Fernando Valley, Channel Islands and LA/San Gabriel Valley chapters. If you have any questions on how to submit, please feel free to reach out to us.

Plan to attend the special presentation, "The Principles of Landscape Photography," to be held May 2 at Ventura Coast Brewing Company: 76 S Oak St., Ventura, CA 93001, starting at 5 p.m. This is just in time to get tips on taking photos of the award-winning projects you are about to enter in the Awards Competition.

Winners of the Landscape Beautification Awards Competition will be announced at the Awards Banquet June 22 at Concessions at Encino Golf Course. We are seeking Award Sponsors for this year's Beautification Awards, so please feel free to contact us and request a form.

**Landscape Beautification Awards Competition entry forms are available online now at [bit.ly/2024SFVBeautificationForms](https://bit.ly/2024SFVBeautificationForms)**

or click on the QR code below. Entry forms are due by April 19. If you have any questions on how to submit your entries, please do not hesitate to reach out to us.



We want to recognize our 2023 Awards Sponsors whose generosity helped to make last year's Awards Program so successful. They are:

*Kellogg Garden Products*  
*LCIS*

*Performance Nursery*  
*Pacific Equipment*

*Southland Sod*

*Landscape Warehouse*

*Green Thumb Wholesale Nursery*

*Vineland Growers*

*Brightview Tree Company*

*Green Industry Co-op*

*Site One Landscape Supply*

*Arborjet/Ecogel*

*Gro-Power*

*Ewing*

*Devil Mountain Wholesale Nursery*

*SK Landscape Design*

*Smith Pipe & Supply*

*MSM Landscape Services*

*Channel Islands CLCA*

We look forward to your participation once again. Thank you all!

– Francisco

## Fundraising Effort Continues for Long-Time CLCA Member Charles Nunley

• You can show your support by visiting Charles' GoFundMe page

CLCA Ambassador, Past State President, and former LA Chapter President Charles Nunley continues to show improvement from the effects of a heart attack and stroke he suffered in late 2022. He still has a long way to go, but we believe the physical therapy program he will soon begin will do much to help overcome the results of being bed ridden for so many months.

A group of Charles' friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles, who is 84, is now in a medical care facility in Orange County.

A GoFundMe page has been established in Charles' name to get him the care and sup-

port he needs and deserves. You can reach Charles' GoFundMe page by visiting <https://bit.ly/SirCharlesFundraiser> or by clicking on the QR code below:



Here are some of the highlights of the life of Sir Charles Nunley...

Charles is a Life Member of CLCA and has been active in the association since joining in the seventies. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a



Knight of the Garter and an Allegiance Award winner. Charles is a Green Industry Hall of Fame Co-Founder as well as a recipient.

Please join the others who have generously donated to Charles in his time of need. From everyone who loves Charles Nunley, thank you and God Bless.

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## Spring Webinars Announced

Looking to grow your business? Learn with CLCA and gain the information you need to connect with success.

### COMMUNICATE LIKE A LEADER

- 3-4 p.m., Tuesday, May 7
- \$25 member/\$50 non-member

Studies tell us 70 percent of mistakes in the workplace are a direct result of poor communication!

Leaders need a firm foundation in listening mechanics and conflict resolution. Successful leaders continually work to develop and improve their communication skills or face considerable hardship navigating the unique demands inherent in leading others.

Special thanks to our sponsor South Coast Wholesale Date Palms and Trees

To register for these webinars visit <https://clca.org/news/spring-webinars-announced/> or click on the QR code to the right:

### CONFLICT MANAGEMENT

*How to Have Fierce and Crucial Conversations*

- 3-4 p.m., Thursday, May 30
- \$25 member/\$50 non-member

Conflict can negatively impact your organization's bottom line through increased employee absenteeism, decreased job performance and poor customer service.

This training will focus on developing skills such as active listening and non-judgmental questioning. Attendees will learn how to communicate openly and honestly and will be given the tools to help them successfully resolve conflict situations and avoid future ones.




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## LEAF Scholarship Deadline: April 15

Seeking to support the future of California's green industry, CLCA's Landscape Educational Advancement Foundation (LEAF) is now accepting applications for 2024 scholarships. Last year, LEAF awarded more than \$48,500 in scholarships.

**Applications are due by April 15, 2024.**

LEAF scholarships are merit-based. Scholarships are awarded to undergraduate students attending an accredited community college or state university and majoring in a horticulture-related program leading to a career in the landscape contracting industry or related fields. Applicants should show sufficient academic progress, work experience and extracurricular activities to demonstrate their intent to become a landscape industry professional.

"This year, as every year, I have heard from many of the students expressing deep gratitude for the honor of being granted a scholarship and for the financial assistance the award provides. We know that these scholarships have many benefits for the students and are gratified by their appreciation. We are proud of our recipients and hope to see them in the industry."

For a copy of the LEAF Scholarship Application visit [CLCA.org](http://CLCA.org) – Marianne Estournes, Chair LEAF Scholarship Selection Committee



**DEVIL MOUNTAIN REDONDO BEACH PRESENTS**

# **CALIFORNIA NATIVES AND DROUGHT DEVILS® FOR THE LANDSCAPE**

**THURSDAY, MAY 16 • 9:30-11:30AM • FREE**

**2501 Manhattan Beach Blvd | Redondo Beach, CA 90278**

**FEATURING**

**TOPIC**



**David Teuschler**  
*Chief Horticulturist*



**Aaron Ryan**  
*VP Operations, Southern CA*



**To RSVP, scan the QR Code or visit [shorturl.at/nxCLZ](http://shorturl.at/nxCLZ)**

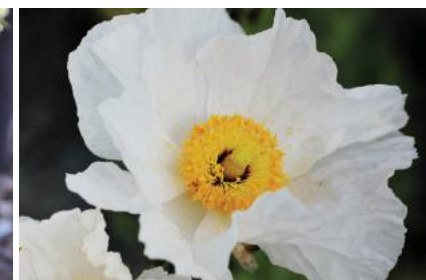
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Join us for a program on natives and drought tolerant plants that will succeed in California landscapes. Dave and Aaron will present a broad range of plants, from grasses and perennials to trees and shrubs, all grown by Devil Mountain. This free program will include coffee and a tour of the nursery, plus take home resources and plant giveaways!

**CEUs approved for CCN Pro, ISA, and ReScape CA**





**JOSÉ ROBLES**  
Owner  
Landscape Warehouse

## Economic Woes Spread...But We're Fighting Back

**Y**ou don't have to be a financial genius to figure out that a country cannot operate for very long with a national debt of 34 trillion dollars before the economy starts sliding sideways. With \$5 per gallon gas, and inflation that has taken a 20% bite out of the dollar's worth, it would seem that it couldn't get any worse for businesses in California. Well...it

has. Welcome to the new \$20 per hour minimum wage which has already caused the price of food, hotel stays and restaurant visits to spike, with other areas of the economy expected to follow suit.

Landscape Warehouse already pays our employees a fair wage, and although prices from our suppliers have gone up as well, we're looking for ways to ease the pocketbooks of our loyal customers. As an example, we are setting up a series of cost-saving promotions in various areas of the business, starting with equipment. We have also begun a series of educational seminars that will help you save money through efficiency and proper product choice. We will be announcing the classes in these newsletters and at our various locations throughout the year.

There is another aspect of life today that may be causing our customers and their clients to be a bit more cautious as they consider

new landscape projects, materials, and other monetary decisions. It is the increase in negativity and uncertainty of the future brought about by wars – actual and political – homelessness, and the dramatic increase in crime. The way I see it, there will always be something that could pull us down if we let it. Can you say COVID? And there will always be people to fan the flames of negativity because misery loves company. But as business owners and entrepreneurs we must stay positive, or we won't survive.

**...there will always be people to fan the flames of negativity because misery loves company. But as business owners and entrepreneurs we must stay positive, or we won't survive.**

One thing we can do to counteract our current financial and social problems is to quit voting for the same people of both parties that overspend our money, continue to raise taxes, are anti-business, and fail to secure our safety. In a previous national election, the phrase "It's the economy, stupid" – directed to politicians from politicians – took center stage. It is time once again, for them to adhere to their own wake-up call.

There is some good news for a change. All the rain and snowpack we have just experienced should take those drastic water conservation measures off the table, at least for the foreseeable future. And because this is our busiest season – and the landscape awards competition is also upon us – we can soon expect the business turnaround we have all been waiting for. – José

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 **Pasadena Nursery**  
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**Thursday, April 18**  
 **6:00pm**  
 **North Hollywood**  
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**Pasadena (Nursery)** - (626) 722-7351 • 170 S. Kinneloa Ave.

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## Groundcare Participates in Pollinator Project

Members from Groundcare Company are participating in the Butterfly & Pollinator Habitat Project that takes place on three different days over a three-week period at Rudy Ortega Sr. Park in the City of San Fernando. (Flyer below promotes day two of the project.)

Organized by the Rotary Club and other civic groups, the project’s goal was to “...help restore natural habitat for Monarch Butterflies and other native pollinators.” LA/SGV Past President Mike Garcia of Enviroscap is involved and invited the folks at Groundcare to participate.

The first day of the three-day event was March 10 when the demolition work was done. The photos shown here are from that day. Day two will be Sunday, April 14 and will feature the planting of about 120 one-gallon native plants. The last day, as yet to be determined, will involve tagging all the plants and opening the area with a small ceremony.

SFV CLCA was invited to participate because it involved a project in its area, and they needed people that knew how to do the work and could provide tools for all the volunteers. The City of San Fernando is providing and installing a new irrigation system and is providing the mulch material.

Thank you to Francisco Salazar and brothers Alex and Ivan for their support of this outstanding community project.



LA/SGV CHAPTER PAST PRESIDENT Mike Garcia of Enviroscap (third from left) invited the Salazar brothers and Groundcare Landscape to participate.



CLCA INFORMATION TABLE is staffed by SFV President Francisco Salazar (right) and Jim Montgomery representing the Rotary Club.



POLLINATOR EVENT VOLUNTEERS representing several area organizations – including CLCA – gather together for a victory celebration at the completion of the first day of the three-week project.

### SAVE THE DATE!

for our

# 2<sup>nd</sup> Annual John Marman Golf Tournament

## Thursday, June 6<sup>th</sup>

at Los Serranos Country Club in Chino Hills

Because of your amazing show of appreciation for John last year, we are able to do something we have never done before:

**The SFMA GLAB Chapter will be hosting our first ever shotgun start for this event.**

**Play will start at 7am sharp. A detailed email will be sent out with the donation breakdowns for this event.**

Proceeds from this event go to:

- The John Marman Scholarship Fund
- The John Marman Turf Team Foundation
- The Kent Kurtz Memorial Scholarship
- University Research
- Educational Events

*If you would like to donate directly to John's Fund or Foundation, please visit [mtsacfoundation.org/johnmarman](http://mtsacfoundation.org/johnmarman)*

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**~KURAPIA~**

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## Firing a Toxic Employee: When Is It Time?

From an article in *allBusiness* by Mike Wood, founder of *Legalmorning.com*

Is it ever appropriate to fire a highly productive employee? The question itself might seem counterintuitive. Why would you ever want to let go of your best employee? It may or may not come as a surprise that a worker can be technically excellent at their job while also being a drain in other areas.

A great but toxic employee may bring in money, but they can also dampen the spirits of other employees. Because of that, their high-quality job performance might be outweighed by their negative attitude.

The bottom line is, a toxic employee can kill your business. In fact, a study published in the *Harvard Business Review* looked at the phenomenon of the “toxic worker” and their effect on the bottom line. The researchers found that keeping a productive employee around will save the business an average of \$5,300. But, letting go of a toxic employee can save the company upwards of \$12,000.

### Identifying toxic workers

There are many ways, but three common signs include openly worrying instead of focusing on work, not having empathy or concern for others in the office, and just straight up being rude to others. Clearly, removing toxic employees can improve both the company culture and its monetary worth. It’s much easier to find issues in the behavior and personality of toxic employees who are underperforming. You can simply look at their productivity and realize that keeping their negative attitude around has no net positive effect.

It’s much harder to identify toxic red flags in employees who are over-performing (or at least producing up to your standards). After all, you can’t make the correlation between their negativity and their job performance. You may also be more willing to sweep their behavior under the rug because their numbers consistently look good.

The most obvious warning sign of toxic behavior in the workplace is a complete unwillingness to see the positive side of anything. Employees who complain every chance they get, shoot down any new ideas, and bring down the optimism of any meeting are guaranteed to be toxic. Indeed, if you can’t have a meeting without a certain employee chiming in with their pessimism or contrarian attitude, it may be time to take some action.

### When to fire toxic employees

There are no hard and fast rules for firing toxic employees. In general, however, you probably want to bring your concerns to their attention before simply hauling off and dropping the axe. Employees who can exhibit a propensity for self-awareness and reflection are more likely to work on their toxicity.

Before you fire someone, it is good to sit them down and tell them that their behavior and attitude are negatively affecting the workplace environment. Their response to that criticism should determine your next move. People with high emotional intelligence are more likely to work on their attitude earnestly.

In some cases, the employee in question might not have realized they were bringing drama or discord into the workplace. They may be embroiled in a personal issue, like a health condition or divorce, and their toxic behavior may have only been a temporary setback. If an employee is unwilling to work on their negativity or is otherwise incapable of doing so, then termination should be an option. Some employees will remain negative no matter how much counseling or mentoring they receive.

### Preventing toxic workers in the future

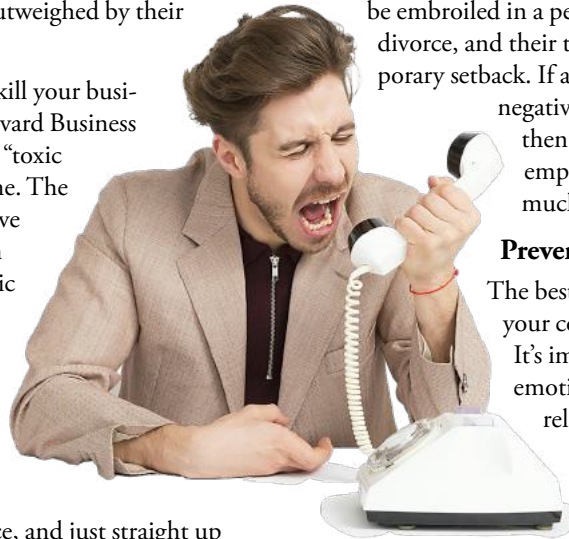
The best way to avoid having toxic workers at your company is to simply avoid hiring them. It’s important to place as high a priority on emotional intelligence as you would on any skill related to a prospective employee’s actual job description.

It’s also important to spend one-on-one time with all of your employees to find out what they want in a workplace and

how to make it better for them. If you want your culture to be positive, inviting, passionate, and thoughtful, then you have to work at it. And sometimes you will have to trim the fat to achieve that goal.

**So, is it okay to fire your best employee?** This is a judgment call for you to make. Weigh the benefits of their performance versus the lost productivity from those who take on the brunt of the toxicity. The bottom line is that it is okay to lose a toxic good worker if it helps improve others’ productivity and the atmosphere of the workplace.

If the toxic behavior can be fixed, you win twice – getting rid of toxic behavior and retaining a good employee. Just keep in mind that if an employee is unwilling to work on their behavior and you see no signs of improvement, you need to give serious consideration to whether or not you want them on the team.





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# Eight Creative Ways to Boost Employee Engagement in Social Media

## 1. Feature team members and tell their stories

Make it part of your content campaign to feature team members and tell their stories. This will not only help personify your company, but it can also help your team members feel more valued. In the meantime, you might learn a lot about them that you previously didn't know, helping you develop a closer relationship.

## 2. Share behind-the-scenes moments

Have employees send pictures of "office moments" so that the marketing team can post them on the company profile and tag them. You can even assign an employee to take over the Instagram handle of the company for a day and upload stories of day-to-day life in the office.

## 3. Write a "welcome" post about new hires

Craft a celebratory welcome post on professional and social media platforms whenever you add a new member to your team. Encourage your team members to engage with the post. This makes the new hire feel more welcome and accepted into the company culture.

## 4. Gamify the experience

Reward the employees who get a certain amount of engagement in the posts. This will keep the excitement going and your people will proactively get involved in your social media efforts.

## 5. Have "funny meme" contests

Have contests where team members try to come up with the funniest story, video, or photo based on a specific idea. Provide a

small cash prize for the winner – enough to make the competition interesting, but not so much to cause hard feelings after someone wins. This encourages creative thinking and helps to build a strong company culture.

## 6. Highlight employees and their pets

Everyone loves a little recognition, but when their furry friends get involved it makes it even more fun. Even if someone doesn't want their picture used, they will usually supply a photo of a pet. Plus, you have the added benefit of your customers and other potential hires seeing that you recognize your team and that you're real people.

## 7. Create monthly themes

Companies can get more team involvement on social media by creating fun themes each month for employees to use in their daily lives. For example, team members could post a funny way to use their product with a company-specific hashtag. Turning this into a competition for the best post could sweeten the deal, along with driving more customer engagement when winners are chosen.

## 8. Reward them for participating in or creating events

Reward your team for participating in and creating events that are shareworthy. Participating in charity runs or events is a great way to get your team to share and to impress values upon your audience. Engaging in something that benefits your community or asking your team if there is a charity that they want to get behind is also a great way to encourage team members to get involved.



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## CSLB Cites 12 Unlicensed Contractors in Kern County Sting

The Contractors State License Board (CSLB), along with the Kern County District Attorney's Office and California Department of Insurance, recently conducted a successful undercover operation targeting unlicensed contractors.

This sting operation took place in Bakersfield on March 20 and 21 where CSLB cited 12 individuals for allegedly conducting contracting activities without the required license. These offenders were issued Notices to Appear in criminal court and could face legal consequences, including fines up to \$15,000 and/or jail time. Engaging in contracting work without a contractor's license is a misdemeanor offense in California.

The individuals targeted during this operation submitted bids ranging from \$600 to \$6,500 for home improvement projects including fencing, landscaping, plumbing, painting, and concrete work. A California contractor's license is required to bid or contract for construction work exceeding \$500 in value, including materials and labor.

In addition, nine stop orders were issued during the operation, halting work at job sites where contractors failed to provide workers' compensation insurance for their employees.

Unlicensed contractors apprehended in this operation may also face additional charges for advertising their construction services without the necessary license. It is illegal in California to advertise construction or home improvement work without a valid license in the advertised classification. If unlicensed individuals advertise contracting services, they must explicitly disclose their lack of licensure and cannot bid or contract for work valued at more than \$500.

"CSLB is unwavering in our dedication to protect homeowners from the risks posed by unlicensed contractors," said CSLB

Registrar David Fogt. "Our commitment includes providing continuous consumer education on the critical significance of hiring licensed contractors. We urge homeowners to verify a contractor's license on CSLB's website before embarking on any construction project in California."



For further information or to report suspected unlicensed contractor activities, please visit the CSLB website at [www.cslb.ca.gov](http://www.cslb.ca.gov) or contact CSLB at 1-800-321-CSLB (2752). For ongoing information and updates from CSLB, connect with us on Facebook, Twitter, Instagram, and YouTube.

**About CSLB:** CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates about 285,000 contractors in California.



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## Overcoming Peacefully

Every day as we get ready to go to work in our fields of endeavor, we are all blessed when everything goes smoothly and as planned. Sometimes, however, things don't go as planned. In those cases, we can get off center with what goes on around us. Things like crime – shootings, killings, robberies, and more. It can also be politics or the homeless problem that get us out of kilter. And don't forget wars and ever-present financial problems.

I don't know the answer to these problems, although I do have some ideas. But what I have found through my studies is the profound answer to how I deal with these problems. Something, or someone that gives me "the peace that passes all understanding." (*Philippians 4:7*) This answer has been available since the beginning of time and is expressed throughout history by some terrific writers. Yes! I know Him as the Great Helper – my Guide – the Creator – the Great Spirit as the indigenous people called Him. Most people just call Him God.

Being in our landscape design and installation businesses for many

years, we all have recognized the balances in nature and how we share in this beauty and its benefits. But there are bumps in the road at times that can be challenges. As we turn to our Creator in challenging times, He turns to us. This reciprocal action is unfailing. The Almighty's invitation is eternal, filled with gifts among which are opportunities and possibilities.

OK, OK, I'm not trying to proselytize. We all are unique, one-of-a-kind individuals. And I know we all come across problems or bumps in the road. But doggonit, this absolutely works. Understanding truth is enlightenment and is an inside job. I choose to hold my ideals, follow my dreams, explore my way, and pursue those things our Creator has placed on my pathway of life.

Lastly, working with nature in adding beautiful landscaping, including maintaining such beauty in and around all of us, is God's gift from within us all, and is an example of how love does always and in all ways. Namasté. – *Dave*

"Every hour of every day is an unspeakable perfect miracle."

– *Walt Whitman*

"We find God only within ourselves, and God works for us by working through us." – *Ernest Holmes*

## **FREE EVENT!**



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*Photo by Holly LePere*



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The San Fernando Valley *Valleyscape* is published monthly by El Dorado Communications, Inc.

- All 12 monthly issues are emailed to recipients via Constant Contact.
- Recipients include all SFV chapter members, other chapter presidents, State CLCA officers, and other Green Industry VIPs.
- A growing list of potential members and other C-27 landscape contractors will also receive the monthly email version of *Valleyscape*.
- Additionally, four of these same issues are *ALSO* printed and sent via US Mail to chapter members, state staff and officers, advertisers, and other Green Industry decision-makers.

**YEARLY COST – 12 ISSUES (Includes four printed issues)**

- FULL PAGE (8½" W x 11" H – add ¼" bleed) \$4,200
- 1/2 PAGE (Vert.–3 5/8" W x 9 5/8" H) \$2,300
- 1/2 PAGE (Horiz.–7½" W x 4 5/8" H) \$2,300
- 1/4 PAGE (3 5/8" W x 4 5/8" H) \$1,395
- 1/8 PAGE – Business Card (3 5/8" W x 2" H) \$ 450

\*\*Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 12 and multiply by number of months left in year. Ad agencies: Rates are NET.

\*\*Special multi-chapter ad rates when including any of our other publications: Channel Islands *Clipper* and Yosemite Chapter *Grapevine/NewScape*.

DEADLINE for ads and stories: 15th of the month prior to publication.

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**Affiliate Member:** For persons affiliated with the green industry, such as educators, landscape architects or government employees.

**Contractor Member (C-27):** For companies holding an active C-27 (landscape) contractor's license

Please visit [clca.org/join](http://clca.org/join) to sign up as a Vendor Member

## 2 Member Information

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Private Email \_\_\_\_\_  
CLCA will use this email address to provide you with news, announcements and association information. It will not be shared or sold to anyone.

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## 4 Payment Information

### Annual Dues

Affiliate Member \$175

Contractor Member (see table below to determine category and dues — based on gross annual sales)

Member category \_\_\_\_\_

Member Category	Gross Annual Sales	Annual Dues	Monthly Payment Plan
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3R	\$0-\$400,000	\$550	Less than \$48!
2R	\$400,001-\$1,000,000	\$985	Less than \$84!
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Signature on this membership application indicates applicant's agreement to abide by the bylaws of CLCA and upon termination of membership to return to the CLCA Headquarters the membership certificate and to refrain from further use of the CLCA registered trademark or any other symbol or sign which would indicate membership.

Dues to CLCA are not deductible as a charitable contribution, but may be deductible as an ordinary and necessary business expense. A portion of dues, however, is not deductible as an ordinary and necessary business expense to the extent that CLCA engages in lobbying. The non-deductible portion of your CLCA dues is seven percent.