

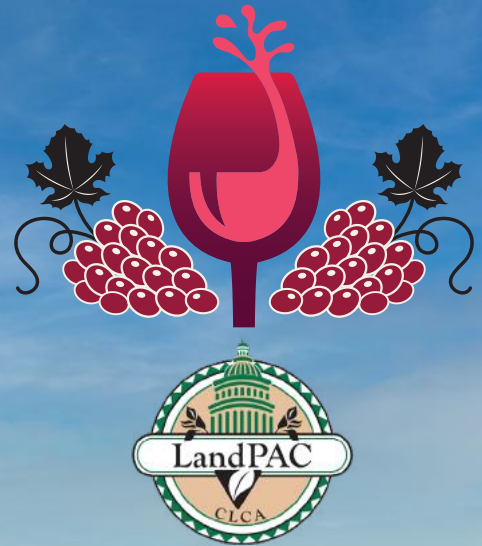


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LandPAC Benefit Wine Tasting

- August 19, Performance Nursery, Somis
- State Senator Scott Wilk and Calif. State Assemblymember Suzette Valladares have confirmed their attendance
- See flyer on page 9



Sponsorship Opportunities
Still Available!

SFV CHAPTER GOLF TOURNAMENT

- September 24, Tierra Rejada Golf Club, Moorpark
- Details on page 4



DEVIL MOUNTAIN WHOLESALE NURSERY

Don't miss the Devil Mountain Wholesale Nursery
Open House in Redondo Beach, Wednesday August 11.
See flyer on page 5.

COVER PHOTO:

Tierra Rejada Golf Club in Moorpark
will be the site of the San Fernando Valley Chapter
Golf Tournament to be held September 24.

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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

- Aug. 11 Devil Mountain Wholesale Nursery Open House. Redondo Beach. See page 5 for details.
- 19 Wine tasting fundraiser for LandPAC with Channel Islands Chapter at Performance Gardens Nursery in Somis, 5 p.m.
- Sept. 2 Board Meeting via Zoom, 10 a.m.
- 17 Channel Islands Chapter and Friends Annual Fishing Trip, Channel Islands Sportfishing, Oxnard 5 a.m.
- 24 SFV Regional Golf Tournament with Channel Islands Chapter, Tierra Rejada Golf Club, Moorpark.
- Oct. 28 Chinese Auction LEAF Scholarships Fundraiser TBD
- Nov. 3-6 CLCA Convention, Lahaina, Hawaii Westin Maui Resort & Spa.
- Dec. Holiday Party TBD

**Safeguard Your Business with
a Distracted Driving Policy**

From an article by Travelers Risk Control, Submitted by Dan Dvorak, CLCA Insurance Solutions License 0172721

Employees who drive during the course of their work may also drive up their employer's risk factors if they fall prey to distractions behind the wheel. A clear distracted driving policy can help to improve driver safety and the safety of anyone that may be involved in a distracted driving accident. Here are four steps to help make your distracted driving policy more effective:

1. **Create** – Create a formal, written policy stating your organization's position on mobile device use while driving. Consider other distractions as well. A formal policy is the foundation of your distracted driving prevention program. It should apply to everyone in your organization who drives a vehicle on company business, whether they drive a delivery truck, a sales vehicle, or use a personal vehicle to run office errands.
2. **Communicate** – To be most effective, safety policies should be communicated on a regular basis. Have every employee who drives on company business acknowledge in writing that he or she has read, understands, and will follow the policy. Also, use emails, bulletin board postings, driver training and signage in vehicles to communicate your policy.
3. **Follow** – Managers and office staff should lead by example. Let employees know that while they are on the road, no phone call or email or text is more important than their safety. This goes for managers and staff as well.
4. **Promote** – Managers should take steps to understand who is following these policies, and actively reinforce the desired behavior.

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
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Sign Up and Enjoy

LandPAC Wine Tasting Fundraiser August 19

August is finally here, and our first in-person activity in a long time is just around the corner. This important event is a Wine Tasting Fundraiser for LandPac on August 19 beginning at 5 p.m. at Performance Nursery in Somis. Special guests will include Sate Senator Scott Wilk and Calif. State Assemblymember Suzette Valladares. Associates, contractor members and prospective members – do not miss this opportunity to get together, network and help out the PAC that fights for your interests in Sacramento. (See the flyer on page 9 for details.)

SFV/CI Golf Tournament Sept. 24

Don't forget our Golf Tournament on September 24 at Tierra Rejada Golf Club in Moorpark. Contact us as soon as possible to attend, or to sponsor. Slots are filling up fast, so don't miss out. (Registration and details below.)

With less than half the year to go, now is the time to give back to your community and your industry. You can do that by becoming more active in your CLCA chapter. We can always use more help and promise that your ideas and energy will be greatly appreciated. If you would like to join our Board Meetings, please reach out. Giving a little bit of time can make a world of difference if you set your mind to it. – *Francisco*



Join us for a fun-filled day on the links at Tierra Rejada Golf Club in Moorpark!



GOLFER & SPONSOR REGISTRATION LEVELS

Item	Max Limit	Price
Single Golfer in Tournament Includes participation in the tournament, a raffle ticket, and boxed lunch for each registered golfer.	8	\$150.00 ea.
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Mulligan Package Two mulligans in tournament + one raffle ticket. **One package per player may be purchased.	8	\$25.00 ea.
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Hole Sponsor (13 available) Signage at a tee during the tournament.	1	\$250.00 ea.

Item	Max Limit	Price
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Lunch Ticket Sponsor (2 available) Sponsor funds will be used to help with the purchase of lunch vouchers provided for players during the tournament. Your logo will be printed on the lunch vouchers. **Purchase 2 of this sponsorship to have your logo exclusively printed on the vouchers.	2	\$500.00 ea.
Drink Ticket Sponsor (2 available) Sponsor funds will be used to help with the purchase of drink vouchers provided for players during the tournament. Your logo will be printed on the drink vouchers.	2	\$500.00 ea.

Questions? Call (818) 772-7233 or email sfvclca@gmail.com

To register online, please visit <http://bit.ly/SFVGolf21>



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ALEX SALAZAR
Groundcare Landscape Co.
Board Chair, LA/SGV
CLCA Secretary-Treasurer

New Watering Guidelines Announced

From an article by Alex Salazar in Groundcare Company News

With intensifying drought conditions, some of our customers are asking if there's anything they can or should do differently in their landscapes. Earlier this year I wrote an article

that focused on water conservation strategies in honor of World Water Day. While those strategies are still relevant, the intent of this article is to inform our customers of current local landscape watering guidelines.

It is nearly impossible to scroll through news feeds without reading about intense drought conditions sweeping through the western United States. On June 8, Governor Newsom declared a drought state of emergency. That same day, he signed an executive order calling on all Californians to help save water. This order is what has sparked the most inquiries among our landscape and irrigation customers. The most common question being, "How much does it affect our landscapes?" Let me explain.

Congratulations to Alex Salazar and the whole Groundcare Landscape Company team for having been featured in the Spring 2021 Issue of Landscape Contractor.

Most of us remember how serious California's drought was in 2012-2016. During that time, extreme measures were taken to conserve water. Californians were forced to significantly cut back on water use. In 2015, the LADWP was mandated to achieve a

16% reduction in water use each month for the second part of the year, compared to water consumption during the same months in 2013. As a result, during the height of conservation mandates, the LADWP limited landscape watering to only three times per week for up to eight minutes each time. Mayor Eric Garcetti went a step further and called for voluntary reduction of only two times per week. It was very rough on landscapes trying to stay in compliance.

Governor Newsom's executive order is a voluntary call on Californians to reduce their water use by 15%. Key word: voluntary.

Newsom's Executive Order

Governor Newsom's executive order is a voluntary call on Californians to reduce their water use by 15%. Key word: voluntary. We are in the early stages of what will likely be a string of state and local mandates that will ultimately enforce similar past water conservation goals.

Local Watering Rules

An important thing to remember is that your water utility service probably has existing restrictions in place. As a refresher, the LADWP limits landscape watering to three times per week. The days you can water depend on your property address. Irrigation run-time depends on the type of sprinklers used to water the landscape. Conventional pop-up sprinklers are allowed to run for eight minutes while water-conserving rotary nozzle sprinklers can run for 15 minutes. Don't worry if any parts of your landscape have been converted to drip irrigation. Drip irrigation is currently exempt from run-time limits under the The Emergency Water Conservation Plan of the City of Los Angeles.

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SiteOne Sponsors IA University

SiteOne Landscape Supply is helping established irrigation contractors, as well as those seeking to expand into the space, to elevate their business offering. That is why SiteOne is proud to be the exclusive landscape sponsor of "IA University," to be held during the Irrigation Associations' Education Week December 6-10, 2021 (registration is now open for IA University).



"Participants can select from three coursework levels: beginner, intermediate or advanced, ensuring the coursework meets them where they're at," said Luis Andrade, category manager – irrigation.

Early sign up for IA University closes October 31, 2021. Registration for IA University is separate from the IA Show. Find more information on IA Show or IA University at irrigation.org/2021Show.

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Send completed form and check (made payable to California Landscape Contractors Association – Please write “Channel Islands Fishing Trip” in the Memo line) to: **John R. Hernandez, CLCA Channel Islands Chapter Treasurer**
18466 Dragonera Drive, Rowland Heights, CA 91748. For more information: (626) 715-1757



KARRIE REID
Environmental
Horticulture
Advisor, University
of California
Cooperative
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Expanding Your Landscape Plant Choices Beyond WUCOLS

Navigating the combined alphabet soup of MWELO, CIMIS, and WUCOLS can be daunting. This is the first in a series of articles on the *UC Landscape Plant Irrigation Trials (UCLPIT)* and the lessons we've learned in 16 years of research to help the industry understand and use plant factors (PF) in ways that benefit them, their clients, and the environment.

What is UCLPIT?

UCLPIT is a 2-year in-ground research trial program evaluating perennial landscape shrubs, groundcovers, grasses, succulents, and herbaceous plants on irrigation levels corresponding to the Water Use Classification of Landscape of Species (WUCOLS) categories of Low, Moderate, and High (<https://ucanr.edu/WUCOLS>). If you have ever filled out a Landscape Documentation Package for compliance with the Model Water Efficient Landscape Ordinance (MWELO), you know that you have to demonstrate that your estimated total water use (ETWU) will not exceed your Maximum Applied Water Allowance (MAWA). To do that calculation you

need to know the plant factor (PF), a percentage of reference evapotranspiration (ET_o), for the specified plants in each irrigation zone.

According to MWELO, the PF must come from WUCOLS or, according to the 2015 revision, from "horticultural researchers with academic institutions or professional associations as approved by the California Department of Water Resources (DWR)". UCLPIT is the only ongoing DWR-approved research trial adding to the current static list of plants found in the WUCOLS database.



UC DAVIS field trials, April 2021

Selecting Trial Plants

We began our trials working to establish water-use levels for California natives, UC Davis Arboretum All-Stars, and other species already in the nursery trade. In some cases, we provided WUCOLS with new information or amended the published category with one more accurately determined by the research. Then we saw the potential to provide an even more important service for both the producers and end-users of landscape plants by focusing on new and recently introduced plants. Without a published WUCOLS category, these plants could not feasibly be used in MWELO landscape package calculations. So, in 2009, we began working with growers, breeders,

Continued on page 10

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WINE TASTING THURS., AUGUST 19, 2021, 5 P.M.

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Beyond WUCOLS, continued from page 8

and brokers to evaluate new plant material suitable for our summer-dry state. To date, we have worked with over 25 companies, not just from California, but national and international companies as well.

How does UCLPIT work?

The trial fields at UC Davis and in Irvine at the UC South Coast Research and Extension Center, have the capacity for up to 21 species in full sun and 4 under 50% shade cloth each year. In the fall, we plant 24 plants of each cultivar we are evaluating. Bare root roses are planted the following winter, with any late entries planted in spring. The planted area is covered with 2-3" of organic mulch.

All plants are irrigated regularly via drip through the summer in order to develop a healthy and deep root system and prevent stress during the critical establishment period. The second spring the field enters the deficit irrigation period with 8 plants of each species assigned to each of 3 treatments



OPEN HOUSE 2019



UC DAVIS trials 2018

corresponding to the WUCOLS categories of Low (20% of ETo), Moderate (50% of ETo), or High (80% of ETo).

How are the plants irrigated?

We apply the same amount of water at each irrigation, varying the frequency using a real-time, weather-based, water budget model in much the same way farmers do when precision irrigating crops (See <https://cimis.water.ca.gov/Resources.aspx>; Resources >Irrigation Overview > Irrigation Scheduling).

We aim to allow half of the plant available water to be used up before re-applying it. This method conserves water while simultaneously minimizing plant stress. For example, if a plant is a true low-water user, it will only use 20% of the daily ETo, taking it four times as long to use up the same amount of water needed by a high-

water user at the 80% rate. More detailed information on our methods can be found on our website: <https://ucanr.edu/sites/UCLPIT/>.

Determining the water use category

Growth measurements and ratings for each plant are collected monthly during the deficit irrigation season. Ratings evaluate foliage quality, flowering abundance, pest tolerance, disease resistance, vigor, and overall landscape appearance. The combined factors of growth and plant appearance are used to determine the irrigation category. If a plant shows no differences between treatments, we report this, but recommend that it be placed in the WUCOLS Low category. Plants that score well on low water are awarded our Blue Ribbon™ for excellence.

We have added results on plants evaluated through 2019 to the WUCOLS database, with our most current results, which may be used in MWELo packages, found in the Plant Indexes on our website. Currently, we have completed water-use evaluations on 200 plants in sun and shade, allowing these to now be used in MWELo-compliant landscapes.

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Fishing Sponsor Landscape Warehouse Takes to the Seas

Jose Robles' Landscape Warehouse recently took customers and staff out for a day of fishing off the waters of Catalina, primarily pursuing elusive bluefin tuna. Fishing, networking, and FUN were on the day's menu. Landscape Warehouse is a Commander Sponsor of this year's Channel Islands Chapter Members & Friends Fishing Trip on September 17 out of Channel Islands Sportfishing.



SEAGULL'S VIEW of Landscape Warehouse staff and customers who spent most of August 1st fishing for bluefin tuna near Catalina on the Native Sun charter out of 22nd Street Landing in San Pedro.



FISHING BUDDIES – Landscape Warehouse Owner and Sept. 17 CI Fishing Sponsor Jose Robles (far left) is shown with fishing friends Jesus Dircio, Juan Gutierrez and Jose Bran on the company's August 1st fishing excursion to Catalina.



LANDSCAPE WAREHOUSE anglers enjoy a Kodak moment after a fun day of fishing. Four lucky members of this group will be fishing on the Sept. 17 CI Chapter and Friends Fishing Trip as well.



CATCH OF THE DAY is this bluefin tuna displayed by Luis Rangel of Four Seasons Landscape and his son.

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Landscape Warehouse–Van Nuys Welcomes SFV and CI Members

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“If you are looking for top of the line lighting, irrigation supplies, sod and fertilizer, then you’ve come to the right place at our Van Nuys Landscape Warehouse branch,” said Owner and General Manager Jose Robles. “We have been involved in CLCA for many years in our other locations, and welcome fellow CLCA members from the San Fernando Valley and Channel Islands Chapters to visit our Van Nuys branch for all your irrigation supply needs,” he concluded. Their convenient hours of operation are M-F 6:30 a.m.-4:30 p.m., Sat. 6:30 a.m.-3:00 p.m. Call them at (818) 387-6445.



Landscape Warehouse
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DEVIL MOUNTAIN WHOLESALE NURSERY

Devil Mountain Wholesale Nursery was established in 1995 to broaden the plant and tree palette available to landscape professionals. With over 1,100 acres of nursery stock, ten locations, and a robust plant brokerage service, Devil Mountain provides a single-source solution to landscape professionals. The acquisition of BrightView Tree Company in 2020 further increased plant availability, especially quality grown trees. Customers can expect to find a wide range of plants and trees in sizes ranging from 4" containers to 120" boxes. Orders can be placed online or you can shop the nursery in person, with will call pickup service or delivery available throughout Los Angeles and San Diego.

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6 Great Ways to Attract New Customers to Your Business

From an article by Rieva Lesonsky, *GrowBiz Media in allBusiness*

Was one of your resolutions this year to increase your customer base? Here are six tried-and-true tips to help you attract more customers.

1. Offer new customers discounts and promotions

Consumers today are still looking for value and deals. Lure them into your business by offering introductory discounts or have specials such as buy 2-get-1-for half-price or a free extra service with the purchase of three other services. Bargains like these can attract new customers who have been considering doing business with you but needed an incentive to actually change their shopping habits.

2. Ask for referrals

Once you gain a customer's loyalty, put that to work for you by asking them for referrals. Current customers are one of the best sources of new customers. But you can't be passive and wait for them to bring colleagues, friends and family to your business. Instead, take control and create a systemized approach to actively solicit referrals from your satisfied customers.

Build referral-generating activities into the sales process. Send follow-up emails to make sure customers are happy with their purchases, and then follow that up with another email asking for referrals. Consider offering incentives if the sale price warrants it.

3. Recontact old customers

Go back to your lapsed customers contact list and market to former customers who haven't done business with you for a while.

Create a regular schedule to do this, say quarterly, and select customers you haven't seen in six months. Reach out to them via email, direct mail, text, or phone with a "We miss you" message, offering some type of deal or promotion if they'll come back.

4. Network

There's no better way to raise brand awareness than meeting new people, telling them who you are and what you do. Join your trade association, your local Chamber, and networking organizations. Attend Meetup events. If you own a local business, even going to PTA meetings can be a good networking opportunity. Approach networking with a "How can I help you?" attitude, rather than thinking, "What's in it for me?"

5. Update your website

Online search is the primary way both consumers and B2B buyers find new businesses. That means your website has to do the heavy lifting so customers can find you. Review your search engine marketing and search engine optimization tactics and techniques, including making sure your site is mobile-friendly.

6. Partner with complementary businesses

Teaming up with businesses that have a similar customer base, but aren't directly competitive, and then strategizing how you can market to one another's customers to drive new business is a smart way to attract new customers while not spending a fortune.

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Reaping the Creative Power of Our Thinking

It is a good feeling to clear this two-year large bump in the road called Covid, and to focus on our central ideas that will determine new experiences externalized from our Creator within. It's like our God placed Himself within us as the majestic oak tree is within the acorn.

I have read that genius is an ever-flowing fountain of creative thinking and achievement that comes from our Creator by means of our thinking. We are indelibly immersed in this ability to co-create. It comes down to it that our "thinking" is made visible...so, what am I saying? Watch what you're thinking as it returns to you in kind. Yes, this awareness is just another chapter in my life.

With this uncharted territory before me, I have found inspiration and aspiration in finding how "thinking" governs our attitude and life experiences and recognizing that this inner creator (small "c") knows only to take direction from us. Think about it.

As this Covid is "kicked in the pants," everyone gets a positive starting point to excel in our chosen professions. Now, there is an inner unity both seen and unseen. Everyone is always doing their best – and what is in their best interest – every moment, knowing that their ideas make a difference. We all, every one of us, reaps the universal creative power in motion by our thinking. This is positive or negative. All the belief systems I have read about have stated this. As a student, I am amazed and humbled. Everyone's creative genius awaits discovery, each one in his own way.



CLCA MEMBER
ADVANTAGE

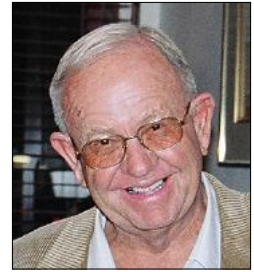
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I am proud and honored to have been a member of the San Fernando Valley Chapter of CLCA all these years. There have been so many men, and yes, women also, who have shared their wisdom and knowledge during this time of my life. To them, I say, "Yes, Love Does! Always." – *Namaste, Dave*



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