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See flyer page 7

## SFV EDUCATIONAL SERIES

### Estate Planning

AND OTHER FINANCIAL MATTERS

- Information you need to know!
- **THURSDAY, AUGUST 24**  
6 p.m. to 9 p.m.
- Caruso's Italian Kitchen Bar and Grill  
10152 Balboa St., Granada Hills
- Featuring a delicious Italian Buffet
- See flyer on page 6
- RSVP to Jan Veis [sfvlca@gmail.com](mailto:sfvlca@gmail.com)

COVER PHOTO: The Hilltop Restaurant and Bar at the DeBell Golf Club in Burbank, site of the upcoming 2023 SFV Chapter Golf Tournament.



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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*

- Aug 22 Estate Planning and Other Financial Matters, Caruso's Italian Kitchen Bar and Grill, Granada Hills 6 p.m. \$30 per person with RSVP, \$35 at the door. All CLCA members invited to attend.
- Sept 15 Channel Islands & Friends Fishing Trip, Hook's Sportfishing, Oxnard 5 a.m.
- 20-21 Landscape Expo, Anaheim Convention Center
- 26 SFV Regional Golf Tournament, DeBell Golf Club, Burbank, 9 a.m. shotgun start, \$150 per person.
- Oct 19 Auxiliary Scholarship Auction, Szechuwan Garden, Tarzana 6:30 p.m.
- Nov 8-11 CLCA Convention, Hyatt Regency Hotel and Spa, Monterey, CA.
- Dec Holiday Party TBD



**Winners will be announced  
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[clca.org/2023trophyawards](http://clca.org/2023trophyawards)

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## Preparing for What Comes Next

**H**ello fellow San Fernando Valley CLCA members. Summer heat is finally upon us and with it the usual workload that comes along side. We can't deny that summertime is always the busiest time for us, so it makes it the toughest with the heat since we work outside.

Busy or not, you should make time for the impor-

tant chapter event coming on the 24th of this month. The topic is Estate Planning and Other Financial Matters. This informative event will take place at Caruso's Italian Kitchen in Granada Hills. Food is Italian buffet. I'm sure the food will be good, as will the presentation. For details see the flyer on page 6.

Next, I would also like to take this opportunity to invite everyone to our SFV Golf Tournament set for September 26th at DeBell Golf Club in Burbank. It is a great opportunity to network with chapter members and other Green Industry representatives, some of whom

you don't get to see very often. It should be a blast. It will be a shotgun start with a wrap-up event after the golf day to network and pass out the trophies. For details see the golf flyer on page 7.

**...if you are interested in attending a CLCA event, or getting more involved in the chapter, please feel free to contact us. You and your business will both benefit from it.**

And don't miss our SFV Auxiliary Scholarship Auction October 19 at Szechuwan Garden in Tarzana. Bring your appetite, your checkbook, and a wrapped gift to auction off. Then, be prepared to have a night of fun and laughs while raising funds for LEAF scholarships helping the next wave of future Green Industry leaders. See the bottom of this page for details.

Finally, make sure to start planning for your trip to Monterey November 8-11 as you attend the CLCA Convention. Lots of business, lots of networking, and a whole lot of fun. Hope to see you there.

As mentioned in past issues of *Valleyscape*, if you are interested in attending a CLCA event, or getting more involved in the chapter, please feel free to contact us. You and your business will both benefit from it. Thank you! – *Francisco*

## Reach Your Target Market - Advertise with Us! Call John Hernandez at (626) 715-1757

### SAVE THE DATE!

## CLCA SFV Auxiliary EDUCATIONAL SCHOLARSHIP AUCTION

**DATE: OCTOBER 19, 2023**

**Time:** 6:30 p.m.

**Location:** Szechuwan Garden  
18900 Ventura Blvd.  
Tarzana, CA 91356  
(818) 881-8050  
szechuwangardenonline.com

**Cost:** \$30.00 per person with reservation  
\$35.00 per person at the door

**Auctioneer:** Steven Kinzler

**Bring a WRAPPED GIFT \$20+ Value** to auction off for the LEAF Scholarship Fundraiser.

**RSVP** to Auxiliary President Cindy Strauss at (818) 620-3540.



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## GoFundMe Fundraising Effort Started for Long-Time CLCA Member Charles Nunley

CLCA Ambassador, Past State President and former LA Chapter President Charles Nunley needs your help. He suffered a heart attack and stroke late last year, has been bedridden for five months, and is now in hospice care.

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 was told he would never work again.

A GoFundMe page has been established in Charles' name to get him the care and support he needs and deserves. **You can reach Charles' GoFundMe page by visiting <https://bit.ly/SirCharlesFundraiser> or by clicking on the QR code here:**



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

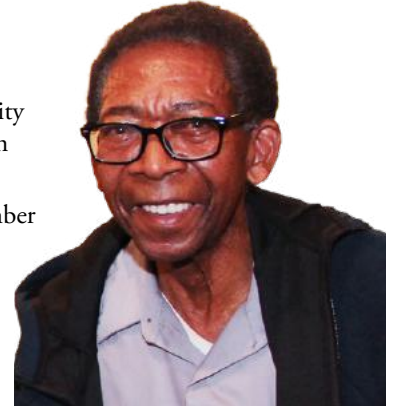
Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 83 years old. He was raised in

the South-Central part of the city and most recently has resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. 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. There are few if any CLCA chapters Charles *has not* visited, often volunteering to help on various local events and committees.

Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless.

Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.



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# ESTATE



**THURSDAY, AUGUST 24, 2023**

**6 P.M.-9 P.M.**

**CARUSO'S ITALIAN KITCHEN**

10152 North Balboa Blvd., Granada Hills

**EDUCATIONAL  
EVENT**

**\$30 PER PERSON** with reservation  
(\$35/pp without res. Includes Italian buffet)

**RSVP to Jan Veis at (818) 772-7233 or [sfvcclca@gmail.com](mailto:sfvcclca@gmail.com)**

**TOPIC: ESTATE PLANNING** and other financial matters

It is necessary to plan the distribution of your estate to ensure that your assets go to the people or charities that you designate while minimizing the cost of distribution, the time in which distribution will occur, and any potential tax consequences.

Attend this educational event to get the 411 on estate planning from Thomas "TC" Christopher with the Christopher Law Group. TC's Estate Planning practice focuses on providing estate planning for people and families of all ages and backgrounds.

Attend this event to:

- Get updates on California law with regard to estate taxes and annual gifts;
- Better understand the key terms used in estate planning;
- Learn the advantages of trust and estate planning;
- and more!



**SPEAKER**  
**Thomas Christopher**  
Christopher Law  
Group, Inc.

Join us for a fun-filled day on the links at DeBell Golf Club in Burbank!

**REGISTER TODAY!**

# GOLF TOURNAMENT

**SEPTEMBER 26, 2023**

Sponsorship Opportunities Available!

Hole Sponsor: \$250

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Signage at a tee during the tournament + special contest sponsor.

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Sponsor for prizes and plaques to tournament winners.

Lunch Sponsor: \$500

Drink Ticket Sponsor: \$500



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

**Register at [www.CLCA SFV.org](http://www.CLCA SFV.org)**

# Four Little Email Marketing No-Nos that Could Land You in Big Trouble

From an article in *allBusiness* by Nellie Akalp Founder and CEO of CorpNet.com

Email marketing has proven itself a powerfully effective way to generate new business and keep existing customers from going astray. Who wouldn't want to tap into that business-building potential, right? But you have to be careful in how you go about your email marketing efforts.

The CAN-SPAM Act is a law that sets the rules and requirements for commercial email – and it spells out the tough penalties for violating those rules. So, if an email message you're sending has a commercial purpose, it must comply with the requirements of CAN-SPAM. If you're sending an email that has both commercial and transactional or relationship content, then the primary purpose of the email is what dictates what regulations apply to it.

According to the FTC's *CAN-SPAM Act: A Compliance Guide For Business*, "...if the subject line would lead the recipient to think it's a commercial message, it's a commercial message for CAN-SPAM purposes. Similarly, if the bulk of the transactional or relationship part of the message doesn't appear at the beginning, it's a commercial

message under the CAN-SPAM Act." Even an email that has only transactional or relationship content must comply with some provisions of the CAN-SPAM Act.



Not abiding by the rules (even if unintentionally) set by the CAN-SPAM Act might land your business in legal hot water and burden you with financial penalties. Could your current email marketing practices potentially cause trouble for you? Common email marketing no-nos every business should avoid:

**1. Failing to conspicuously communicate that a message is an advertisement** – Especially when sending a marketing email to people who have not opted onto your marketing list. If recipients

haven't explicitly requested to be on your list through an online sign-up form or other authorization process, don't send them your email marketing campaign content without clearly disclosing your message is an ad. The law provides flexibility in how you do it, so you

*Continued on page 9*



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## Appreciating Our Great Staff Members

I recently reached my 39th birthday...again! What made this birthday especially memorable is that our corporate office staff made a big celebration out of it. They came in early, decorated the place with all kinds of balloons and streamers, and surprised me when I arrived that morning. Later we enjoyed delicious food and the festive music of a mariachi band. It was a great day.

All of this caused me to reflect on what a blessing it is to have staff members that are not only good at their jobs but get along with each other, as well as with the management team. In our quarter century of business – growing and expanding – there were times when this was not always the case. It happens in every business – yours, too I'm sure – but eventually some people leave, and new ones join the staff. And hopefully, as in our case, you end up with a staff that you wouldn't trade for the world.

A great staff doesn't just happen, however. Each one of our departments in our irrigation stores as well as our nurseries, have exceptional staff members. The excellent jobs they do are a big part of the reason why we are growing. There's a lot of training, counseling, and setting of realistic goals for each department in their development process. And as we do with our customers...we treat all our staff members like family. If you don't have a good training program in place for your staff...you'd better start one. You will redeem its cost a hundredfold.

It is also important to be open to your staff's wants and needs. That's what happened recently at our corporate headquarters, as we expanded into the building next door. Now we have a dedicated

lunchroom, larger offices, and big smiles on the faces of our corporate staff who were a little cramped in our original offices. Companies like ours are all about storage space. The more you have, the more you can sell. But in your growing, don't forget the space and benefits for the office personnel that keep your business running smoothly.

I can't take credit for organizing and managing such a sharp office staff, because all that credit goes to our Office Manager Edaena Pano, who has been with the company from the beginning. Thanks, Eda, for all that you do.

Another key part of our Landscape Warehouse staff – and one of the reasons why we've modernized some procedures and continue to improve our communications, is because of the addition of my son Joe to the management team. He came on board a couple of years ago after graduating with a degree in business from UC Riverside. His fresh ideas, new skills, and technology savvy have played a big part in our growth and current success. And Joe has assumed some of my responsibilities which frees me up to take on new challenges.

So, I was prompted by a birthday celebration to realize how fortunate I am to have such great staff members on our team. Hopefully – as the leader of your company – you won't wait until your next birthday to do the same. – José



**JOSÉ ROBLES**

*Owner*

*Landscape Warehouse*

**There's a lot of training, counseling, and setting of realistic goals for each department in their development process. And as we do with our customers...we treat all our staff members like family. If you don't have a good training program in place for your staff...you'd better start one. You will redeem its cost a hundredfold.**

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Call John Hernandez at (626) 715-1757**

### **Four Little Email Marketing No-Nos** from Page 8

don't have to directly mention it in the subject line. But take care not to mess up by making the next no-no.

**2. Using a deceptive subject line that's a "wolf in sheep's clothing"** – Never write subject lines that blatantly try to make a sales/marketing email look like they contain an update to terms of service or some other bit of important information. It's misleading – and illegal.

**3. Delaying or ignoring unsubscribe requests from recipients** – Your opt-out mechanism must be capable of processing opt-out requests from an email message for a minimum of 30 days after you've sent the message. The law requires that you honor a recipient's opt-out request within 10 business days.

**4. Forgetting to include your snail mail address** – That's right, you need to share either your current street address, a post office box registered with the USPS, or a private mailbox registered with a commercial mail agency that follows Postal Service regulations.

Of course, there are many more "gotchas" that could trip you up, so I recommend reading up on what you can and can't do. The FTC's guide will help you understand the requirements. With each separate email in violation of the CAN-SPAM Act subject to penalties of up to \$16,000, there's a lot at stake if you screw up. For that reason, and for the sake of marketing with integrity, it's wise to educate yourself – and anyone helping you with your email marketing – about the law.

# ANGLER SIGN-UP FORM

## 9<sup>th</sup> Annual CLCA Channel Islands Chapter

### Deep Sea Fishing Trip Friday, September 15, 2023 5 a.m. to 4 p.m.



### Same Boat, Same Sportfishing Landing, Even More Big Fun!

Join us on Friday, September 15 on the 65-ft. Coroloma Sportfishing vessel for a full day of fishing in the waters around the beautiful Channel Islands. The Coroloma is based out of Hook's Landing, same as last year, in the same general area as our previous fishing trips, but on the other side of the harbor.

Previous years' trips have sold out in a matter of days, so don't be left out. Get your reservations in now while there is still plenty of room for you and your fishing buddies.

Fill out the names of the anglers in your party if that has been decided. If not, call John Hernandez at (626) 715-1757 and tentatively reserve your spots. Fishing spots are only fully secured when payment is received.

**Suppliers: bring your favorite contractors with you! Fishing is \$125 per person.**

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No. of Angler(s) @ \$125 \_\_\_\_\_ \$ \_\_\_\_\_

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Card # \_\_\_\_\_

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Online Sign-Up and Payment: [www.clcachannelislands.org](http://www.clcachannelislands.org)

Signature \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec Code \_\_\_\_\_

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

## Finding Your King-Pin *From an article by Mark Matteson, Sparking Success*

grew up in the Pacific Northwest. It rains 260 days a year. There are three things we have in abundance, umbrellas, coffee, and trees.

At the turn of the 20th century trees, logging and lumber were big business. Many of Seattle's founding fathers made their fortune as land barons, cutting down trees (Weyerhaeuser comes to mind). In the logging camps in the spring, the logs were sent down the rivers in great numbers. Sometimes the logs would become crossed and create a logjam. The lumberjacks would look for and find what they called "The King-Pin." That one log, if straightened out, would free up the logjam and the logs would once again rush down the river to the mill to be made into lumber.

What is YOUR Kingpin? Perhaps it's resentment or fear or worry. Maybe it's jealousy or sloth? Perhaps you are facing a life-changing decision or action that might mean a great opportunity for you. One of my King-Pins is PROCRASTINATION. "I'll just put off until tomorrow (or next week...) what I can do today!" Whenever I do that, the negative emotional cost builds with each passing hour or day. The mental cost is high.

Ben Franklin once wrote in *Poor Richard's Almanac*, "We procrastinate on any task that will take longer than forty-five minutes or whose direction is unclear." In other words, uncertainty. What to do?

Here are some strategies that might assist you in finding your King-Pin and liberating your logs.

- 1) Write the problem down. What is the objective?
- 2) Mind Map Solutions. Think on paper.
- 3) Call someone who has done what you need to do. Ask for their advice.
- 4) Write out the benefits of taking action. How will it feel when you are done?
- 5) Read a good book, like "Getting Things Done" by Alan Lakein.
- 6) Pray and Meditate on it. Prayer is talking to God, Meditation is listening. Wait for answers...
- 7) Make a list of all the actions you will need to take and just do one thing today.

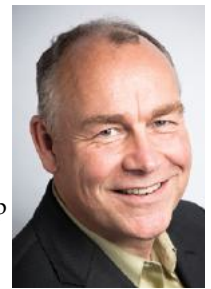
James Clear in his amazing book "Atomic Habits" talks about the "2-Minute Rule." He is a bodybuilder. He posits, "Some days I don't feel like working out. I just want to lay on the couch and watch TV. But I force myself to get up and put on my workout shoes. It takes less than two minutes. Once I take that action, my next

thought (and feelings) are, "Well, I have got my shoes on, I may as well get to the gym!"

"I have learned that half a workout is better than no workout at all. I have never said, "Darn, I wished I hadn't worked out today..."

So, find your King-Pin and take action (you may have more than one). Your logs of success will go rushing down your river!

*Mark Matteson is an inspiring speaker and the author of the international bestseller, Freedom from Fear. His company, Sparking Success, is located in Edmonds, WA. Phone: (206) 697-0454.*



**MARK MATTESON**  
*Sparking Success*

**Ben Franklin once wrote in *Poor Richard's Almanac*, "We procrastinate on any task that will take longer than forty-five minutes or whose direction is unclear." In other words, uncertainty. What to do? Here are some strategies that might assist you in finding your King-Pin and liberating your logs.**

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# How to Fix Burnout at Work: Start by Clarifying Your Values

From an article by Sonia Jhas, business coach and author

According to the U.S. Bureau of Labor Statistics, over 47 million Americans voluntarily quit their jobs in 2021. And this “Great Resignation” isn’t an isolated event. So, what is at the root of this exhaustion and dread that so many are feeling when it comes to their careers? Here’s a secret: burnout is not caused by over-work, too much stress, or not enough sleep. Those are symptoms, but they’re not the cause. It’s the forces underlying those symptoms that are burning you out. At the end of the day, burnout results from living out of alignment with your values.

When you start working and living by your core values, you experience a greater sense of flow and control. Setting boundaries, making decisions, setting priorities, and caring for yourself becomes more straightforward when you have a guiding set of principles. Infusing your values into your work (and your life!) will help establish an overarching sense of momentum and purpose. And, you’ll also be able to better address the symptoms of burnout once you’re clear on your values.

Some key areas to address when it comes to workplace burnout include:



## 1. Find connections

Good, old human connection. Forming meaningful relationships will help alleviate feelings of disconnection, cynicism, or inefficacy in your job. To foster connections in the workplace, find a mentor or ask someone for advice, volunteer to train or mentor others, or even just send a chatty “water cooler” message to a coworker. Form work-focused connections. Ask a colleague to join you for a meal or drink after work.

## 2. Prioritize rest and rejuvenation

You need sleep, proper nutrition, regular movement, and a chance to decelerate. Block off time in your schedule to replenish your emotional and physical selves. This might mean waking up an hour earlier than you need to so that you can work out before you clock in. Or maybe get ahead of deadlines so you’re not working overtime and cutting into your sleep. Creating space for the things that make you feel energized and happy will serve you in all areas of your life.

## 3. Set realistic goals

Goals are great, but unrealistic goals lead to decreased motivation, increased dissatisfaction, and an overall sense of disappointment.

*Continued on page 13*



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## In-House IT or Outsourced IT? *From an article by Nikita Virag, Enurance IT Services*

The IT department is pivotal in any business's growth and success. Having a robust IT framework not only fosters innovation, but also enhances productivity and efficiency. However, building an IT team can be a challenge. Many businesses, especially small and mid-sized enterprises, face the dilemma of having to choose whether to have an in-house IT department or outsource the IT tasks to a managed service provider (MSP).

**Advantage 1 – You can directly and quickly implement new processes:** When it comes to implementing new changes to IT procedures or installing new systems, it's easier and quicker with in-house staff. All you will have to do is discuss the best options with your IT team and implement the process that best suits your business's needs and budget. In comparison, with an outsourced provider, you likely will have to go through an extended process that may take a lot of time.

**Advantage 2 – They already know your business:** Every business is unique in terms of its IT needs and requirements. An in-house IT team is familiar with the company's ins and outs and is in a better position to suggest IT solutions that cater to the business's needs and are within your budget.



**Advantage 3 – They take full responsibility for your data:** In recent years, cyber attacks on businesses have increased manifold. Besides this, consumers have become more cautious about sharing their personal data and want to know how the business will handle, store, and secure their personal information. With an in-house IT team, you are in control of managing and securing your customers' data.

**Disadvantage 1 – Costly to maintain in-house IT:** Staffing an in-house IT team is costly compared to outsourcing IT. Besides the salaries of the IT professionals, you will have to consider additional factors like employee training, cybersecurity certification, IT infrastructure, and other employee perks.

**Disadvantage 2 – Too much work for a small staff:** Managing in-house IT and tech processes comes with many responsibilities and challenges. And if the IT team is small, as in the case of most SMBs, this could mean less productivity and more system downtime.

**Disadvantage 3 – Potential loss of control:** The primary disadvantage of outsourcing IT is the potential loss of control over the quality of work and the lack of communication with the outsourced team. Besides this, there is an increased risk to data security and confidentiality.

## How to Fix Burnout *from page 12*

Setting specific, achievable, and measurable goals will set you up for greater fulfillment and heightened self-esteem. You'll no longer be chasing impossible ideals and overcommitting to a million things as you try to measure up to your own unrealistic expectations.

### 4. Celebrate yourself

It's so easy to fall into the trap of checking an accomplishment off a list and moving on to the next one without pausing for a moment to acknowledge it. But it's so important to give yourself a moment to truly acknowledge an accomplishment, take in the extent of your progress, and celebrate yourself.

### 5. Embrace imperfection

Beating burnout is a constant work in progress. There will be ups and downs; the key is accepting this truth and committing to the ride. You'll learn to approach imperfection as data, rather than a sign of failure. You're collecting data to tell you what's going right and what's going wrong as you work towards aligning with your values.

Clarifying your core values will help you overcome burnout. These will help you set boundaries, make confident decisions, and establish a sense of momentum in your life. Finding clarity, meaning, and purpose becomes more straightforward when working and living according to your values.

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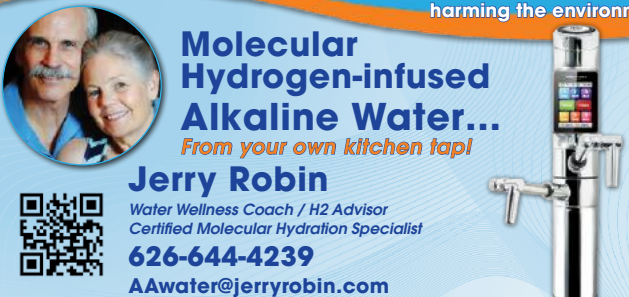
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## Catching Up to Your Successful Life

There is a wonderfully perfect life given each of us by our Creator...one filled with His love, wisdom, and creativity. Every individual partakes of this Divine gift as we co-create with our life experiences. How much of this special life we can access depends on how we use it, how we think and act. Running our companies honestly, dealing with our customers fairly, and treating our employees with dignity and respect grants us access to the bounty of this special, God-given life. Doing the opposite denies access to the blessings that would have been ours.

That which we think and believe manifests. There isn't any doubt of this fact. The infinite creative intelligence that is within each and every person – and His perfect activity within – brings about the highest and finest to every endeavor we undertake, resulting in the success we all seek. Each one of us must work with a clear intention to achieve what it is that we desire to excel personally and professionally. Each of us can achieve brilliant and deeply satisfying accomplishments by thinking and believing in the awaiting wonders already done for us by our Creator. As co-creators our effort now is just catching up to them.

This brings greater purpose to every creative task; this I have found and believe. The universal life that flows through us creates abundant opportunities for human success. And yes! – That is true and a fact, even for the trees and plants that surround us. Every positive thought, every plan, every design, and every decent and worthwhile activity comes from God...and the genius of His infinite mind. This creative activity moves through us by means of us as we think. You are on the threshold of a life-changing, new, and personal experience as you remain open to God working in you and through you

to become the way of wonder and the wonder of your way.

Now, some seasoned citizen clarity...

Seventy-year-old George went to his doctor for his annual physical. All his tests came back with normal results. Dr. Smith said, "George, everything looks great physically. How are you doing mentally and emotionally? Do you have a good relationship with your God?"

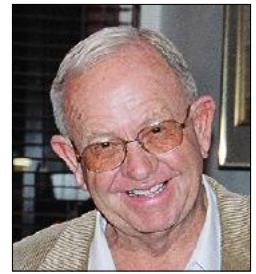
George replied, "God and me are tight. He knows I have poor eyesight, so he fixed it so that when I get up to go to the bathroom at night, poof! the light goes on and I go pee – and then poof!, the light goes off when I'm done."

"Wow," commented Dr. Smith, "that's incredible."

A little later in the day, Dr. Smith called George's wife Thelma, to let her know that George was fine physically, but that he had to call because he was in awe with his relationship with God. "Is it true that when he gets up during the night and poof!, the light goes on in the bathroom? And then poof!, the light goes off when he's done?"

Thelma exclaimed, "That old fool! He's peeing in the refrigerator again!"

Love does – always. Namaste – Dave



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