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THE NEXT EVENT

SFV/CI Chapters Board Installation

- Thursday, January 20, 5:30 p.m.
- Yolanda's Mexican Restaurant,
590 E. Los Angeles Ave.,
Simi Valley
- 2022 State President
Megan Rios to Serve as
Installing Officer

**CLCA
Convention
Photos
Inside!**

See page 8

COVER PHOTO – Shown is a view of La Habra West Hills HOA, one of several winning projects won by Stay Green Inc. in the State Trophy Awards competition. This project took First Place in the Large HOA Maintenance category and was announced at the CLCA Convention in Hawaii. (See page 9 for more Trophy Awards winners from SFV and CI Chapters.)

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818-345-0494 fax
818-266-3828 cell
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661-212-0595
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nbalyasny@lcisinc.com

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818-361-1788 fax
mickey@msmlandscape.net

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Life Member
818-400-9674
nellie830@aol.com

Rene Emeterio
Specialized Landscape
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805-823-5603 cell
remeterio@slmlandscape.com

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Performance Nursery – Somis
(310) 925-8075
tom@performancenursery.com

CHAPTER EXECUTIVE SECRETARY

Jan Veis
818-772-7233
sfvclca@gmail.com

AUXILIARY PRESIDENT

Cindy Strauss
818-341-2239 Home
818-620-3540 Cell
cindystrauss@hotmail.com

www.clcasfv.org

VALLEYSCAPE PUBLISHER

John Hernandez
626-715-1757
18466 Dragonera Drive
Rowland Heights, CA 91748
eldoradowriters@gmail.com
FAX 866-591-5093

**ASSOCIATE EDITOR/
ART DIRECTOR**

Jerry Robin
J. Robin & Associates
Graphic Design
626-644-4239
jrobin2@gmail.com

WEBSITE AND SOCIAL MEDIA

Bronwyn Miller
Eyescapes
949-466-1222
eyescapes@yahoo.com

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

HAPPY HOLIDAYS FROM THE SFV BOARD!

- Jan. 13 Board Meeting via Zoom 10 a.m.
- 18-19 Leadership Conference in Sacramento
- 20 Installation with the Channel Islands Chapter at Yolanda's Mexican Restaurant, 590 E. Los Angeles Ave, Simi Valley; 5:30 p.m. \$40 per person. RSVP to Jan Veis (818) 772-7233, sfvclca@gmail.com

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FRANCISCO SALAZAR
SFV Chapter
President
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Thanks to You!

December is finally here and with it we close another successful CLCA year...in spite of Covid. For some of the year we had great gains and at other times a few losses directly related to the Covid shutdown. But without doubt we close 2021 overcoming adversity and looking ahead to a successful 2022.

Contributing to our successes are our fantastic regular and associate members, as well as our event sponsors. Thanks to your involvement and continued support we remain strong and

look ahead to an even brighter tomorrow.

For me personally, I am very grateful to the San Fernando Valley board that worked so very hard this year, and I am sure will continue to do the same next year. It is with everyone's help and time that a year of fun and educational events and programs were made possible. So, to each of them I say THANK YOU to the following:

Luis Casas, Chairman of the Board – For your valuable input and guidance to me and the Chapter, as well as for seeking future SFV projects...

Steven Kinzler, VP Membership – For your continued counsel and wise advice throughout the year. For speaking on behalf of the Chapter whenever called upon, and for auctioneering at our Auxiliary Fundraiser...

Josh Emeterio, VP Programs – For taking head-on our projects this year and making sure they went off without a hitch...especially our Golf Tournament...

Natalie Balyasny, Secretary – For your great note taking and the support you and LCIS give this Chapter at meetings and events...

Mickey Strauss, Treasurer – For going above and beyond tackling your financial duties and organizing events, especially the LANDPAC fundraiser...

Tom Lucas, AMO Rep – For joining middle of the year and hitting the ground running, helping with the Golf Tournament and hosting the LANDPAC fundraiser...

Cindy Strauss, Auxiliary President – For keeping our SFV Auxiliary alive and putting on a fun-filled Auxiliary LEAF Scholarship Fundraiser, doing most of the work yourself...

John Hernandez, Valleyscape Publisher – For putting our stories and events front and center in a way only you can do...

Bronwyn Miller, Website and Social Media – For all your time, creativity, and communications savvy in getting the word out to our Chapter members and beyond...

Jan Veis, Chapter Executive Secretary – For being the glue that holds this Chapter together, and without whom none of this would be possible.

Now on to a victorious 2022. With a team like this there is nothing we cannot achieve. – *Francisco*



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Change the Way You See Yourself From an article by Jim Paluch, JP Horizons

The statement, “Change the way you see yourself” is easier said than done. We need to make a conscious effort to determine if we have a positive or negative view. Did you catch that? A conscious effort! It is not just going to come to us magically. Our human nature is to see the negative side first, the limitations, the liabilities, the deficits. We must stop, grow quiet and really assess what is going on in our conscious minds when we consider ourselves and the value we bring to this world.

It has been my observation through the years that individuals who truly are tapping into their potential and utilizing their talents are more often than not humble and quiet about it. They feel like they could and should be doing more. Those individuals who are falling short of their potential and are feeling inadequate deep inside are probably going to be those trying to impress another with their words rather than their deeds. Consider the neighborhood bully, his hard and fierce outward appearance is only there to hide a deeper feeling of regret or inadequacy. Those who seem to have the least to share will sometimes take all day to tell it to you in a frantic desire to cover up what is going on inside with an audacious display on the outside.

STOP! Stop right now and assess the powers that you have. In fact, to steal a concept from the book, *Change the Way You See Everything*, use the five-to-one ratio – find five strengths that you truly possess and one weakness that you need to improve upon. Go ahead and do it now. Going at life with this five-to-one ratio will build your belief in your true potential. As your belief grows, a great quality will surface...HUMILITY! Think about

those successful people that you admire. It is probably not the material things that impress you but the quiet, confident nature they possess. A true sign of self-confidence is humility combined with results.

Begin today! See yourself as fortunate! You can know you are lucky to have the five qualities you thought of above and are well on your way to improving the one weakness that may be hindering you. As you take this approach, you will watch a transformation take place in everything you do, and your success will rise to the level you deserve! And as this success comes, remember...stay humble!

“A man never likes you so well as when he leaves your company liking himself.” – *Anonymous*

“The greatest discovery of our generation is that human beings can alter their lives by altering their attitudes of mind. As you think, so shall you be.” – *William James*

“You have to expect things of yourself before you can do them.” – *Michael Jordan*

If you want to learn more about the power of PEOPLE SOLUTIONS THAT DRIVE BUSINESS PERFORMANCE, contact: JP Horizons Inc., 1927 County Road 1035, Ashland, OH 44805; Phone: (440) 352-8211, e-mail: jim@jphorizons.com . web site: www.jphorizons.com.



JIM PALUCH
JP Horizons

You're Invited!

**San Fernando Valley
and Channel Islands
Dual Chapter Installation Dinner
Thursday, January 20, 2022
5:30 p.m.**

Yolanda's Mexican Restaurant
590 E. Los Angeles Ave., Simi Valley.
\$40 per person

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CLCA State President Megan Rios
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Registration details next issue.

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It's Not the Presents but the People

Christmastime is here, and if you are like me, it brings back memories of holidays long ago and the loved ones with whom you shared them. Born and raised in Mexico, my earliest Christmases were spent in my Grandfather's home with three other families.

Lots of cousins and friends to play with and lots of grownups – tíos and tías – to hug, then trying to stay out of their way as we ran around the house.

Thinking back, I can still taste the delicious foods of the season and can remember the mouth-watering aroma of tamales, atole, buñelos and posole wafting through the house. It was a very delicious time of the year.

Sure, there were some presents passed around, usually simple, and practical ones. I do remember one that left quite an impression on me. As a matter of fact, quite a few impressions on my head as it

bonked me several times. I'm talking about what is called a valero. It is a small stick with a little wooden barrel-like object hanging by a short string. The object is to swing the barrel forward, then jerk it back toward you, trying to flip it just right to catch it on the end of the stick. Despite several painful misses I enjoyed the challenge and still do, to this day.

... my favorite part of the Holiday Season still is being among friends and loved ones, together enjoying the delicious foods of this joyful time of year.

Although many Christmases have passed, bringing with them more expensive gifts and more formal events, my favorite part of the Holiday Season still is being among friends and loved ones, together enjoying the delicious foods of this joyful time of year.

Here's wishing you, our customers, and suppliers a very Merry Christmas and Happy New Year. Always remember The Reason for the Season and enjoy this special time with family and friends throughout the Holidays. And for those of you who are going to ask Santa for a valero to prove to your kids that you can do it, please take care. Good customers are hard to find.

— José

*May 2022 bring our families and businesses health, prosperity and happiness!
— from the staff at El Dorado Communications*

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Applications for 2022 CA Native Grassland Research Now Available

The California Native Grassland Association (CNGA) is now accepting applications for the 2022 California Grassland Research Awards for Student Scholarship (GRASS). CNGA will offer competitive research funds to promote undergraduate and graduate student research focused on understanding, preserving, and restoring California’s native grassland ecosystems in accordance with the CNGA Mission and Goals.

Eligibility: Students from any accredited college or university doing research within California may apply for a CNGA student research scholarship (home institution may be outside California).

Awards: CNGA funds at least four, \$500 awards per year. These awards are designed to support basic undergraduate and graduate research in native grassland ecosystems. Funds can be used to support fieldwork, small equipment purchases, visits to herbaria, materials and/or books. Students may re-apply and receive a scholarship award for a maximum of two years.

To apply, send an application that includes:

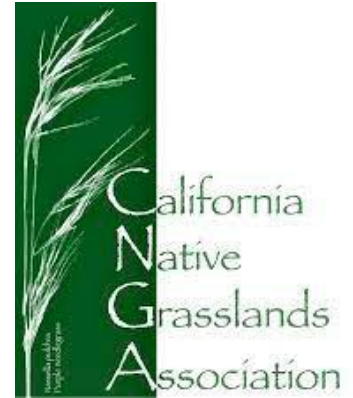
- Title of the project
- Your name, contact information, and mailing address
- Project supervisor/major professor and institution
- Project summary, including the location, objectives and significance (1 page or less)
- Proposed methods
- Expected accomplishments
- Timeline for project completion
- Budget and justification for scholarship funds

Applications should be no longer than 3 pages (PDF format is preferred). Please email all materials (with “CNGA GRASS

Grants” in subject line) to grants@cnga.org by January 31, 2022. For more information about the California Native Grassland Association, please visit our website at cnga.org.

Notification of the award recipient will occur via email by March 15, 2022. Grant funds must be utilized within 12 months of the award, and recipients are asked to submit at least one journal article or research summary to the CNGA publication Grasslands within that period. The CNGA GRASS Grant Program should be acknowledged in resulting theses and publications.

For more information contact CNGA at (530) 909-6209, or CNGA.ORG.



2020 GRASS RECIPIENT
 Brianne Palmer is a PhD candidate in the joint doctoral program with San Diego State University and University of California, Davis.

Project title: Sources of cyanobacterial inoculum for the recolonization of biological soil crusts in Southern California grasslands.

Repeal of PAGA Act Urged

Submitted by Rene Emeterio, SLM Landscape From a letter by Atty Brian E. Koogle, Poole-Sheffery

Several business organizations joined together in late-October 2021 to file a proposed proposition with the California Attorney General entitled “Californians For Fair Pay and Employer Accountability Act”, **which seeks to repeal PAGA – the Private Attorneys General Act of 2004**. Late last week, the California Secretary of State approved the circulation of the PAGA reform petition for signatures. Here is the link to the revised language: <https://bit.ly/PAGArevisedlanguage>

Petitions will be printed in mid-December. We have until **June 6, 2022**, to collect at least 623, 212 valid signatures to qualify the measure for the November 2022 general election. Assuming all required signatures are valid, the Proposition would be voted upon by the general public in November 2022.

If approved by California voters, the Proposition would repeal PAGA and eliminate the Labor Commissioner’s authority to contract with private organizations or attorneys to assist with enforcement actions. Instead, the proposition proposes that the California Legislature provide funding for the Labor Commissioner to enforce Labor Code violations. Moreover, the California Labor Commissioner would be required to provide pre-enforcement advice and allow employers to cure alleged violations without penalties. However, the petition also proposes increased penalties for willful violations of the Labor Code.

We need to get the word out, and to find volunteers to collect signatures! More information to follow.

SFV and CI Members and Friends Enjoy Hawaii Convention

Special thanks to Ed Wallace and Francisco Salazar for their photo contributions.



CI PRESIDENT Kyle Hillendahl and wife Brenda meet up with 2022 State President-Elect Evan Moffitt at the Convention Welcome Reception. Evan is the 2021 CI Chapter V.P. Membership.



AROUND THE POOL – Jasmin Salazar (Ivan's wife), SFV President Francisco Salazar, wife Yuriela and daughter Victoria; CI Secretary Ivan Salazar, nephew Emilio Salazar, and Wendy Salazar behind group.



CPC DIRECTOR SOUTH Ed Wallace enjoys Convention activities with State Membership Committee Chair and Orange County President Sal Hernandez.



PAST STATE AND SFV PRESIDENT Eric Watanabe and wife Noemi enjoy the good food, fine weather and reminiscing with old friends at the Convention.



CLCA VIPS Barry Cohen, Charles Nunley (both Past State Presidents), Life Member Tom Lucas of Performance Nursery, and former State Secretary-Treasurer Gordon Larson renew old friendships.



2022 STATE PRESIDENT Megan Rios, Yuriela Salazar with daughter Victoria, Gary Smith of Smith Pipe and Supply, and Jasmin Salazar take in the Convention activities.



GROUP TOUR reviewing landscape and heading to other Convention activities gives attendees a chance to stretch their legs, look at awesome scenery, and breath in Hawaiian fresh air.



PRE AND PAST PRESIDENTS CONFER President-Elect Evan Moffitt and wife Diana strike up a conversation at the Welcome Reception with Past State President Aaron Huxley and wife Liu.



LONG TIME BEST FRIENDS Past State President Beth Burns and Gordon Larson take in Convention meals and meetings.



GOLDHILL GROUP VIP Jonathan Goldhill (right) – a regular contributor to CLCA chapter newsletters – gets to know OC's Sal Hernandez (left) and a new friend whose name escapes us.



STATE SECRETARY-TREASURER Alex Salazar introduced his son Daniel to many Green Industry friends during the CLCA Convention in Hawaii in November.



PAST SFV PRESIDENT Chuck Carr visits with Jim Rios during Welcome Reception festivities. It is great to see Chuck remaining active in CLCA activities.

SFV and CI members: If you attended the Hawaii Convention, please send your own photos to Editor John Hernandez for possible inclusion in the next newsletter!

San Fernando Valley and Channel Islands Chapter Landscapers Score Big in State Awards

Both the San Fernando Valley and Channel Island Chapters had landscapers among the winners in the State Trophy Awards competition announced at the CLCA Convention in Hawaii in November. On the cover is the photo of Stay Green winning entry, La Habra West Hills HOA. Below is a photo of a Steve Hanson Landscaping winning project, the Francheschi Residence. Also shown is a photo of Arroyo Seco Construction's winning project, La Vida Grande. See CLCA.org for the complete list of winners.



STEVE HANSON LANDSCAPING earned the John Redmond Memorial Award for his Francheschi Residence project.

Stay Green Inc. in SFV Chapter took home 9 trophies:

- **Small Commercial Maintenance** – First Place for the Newport Lido Medical Center, and Outstanding Achievement for City Place.
- **Small HOA Maintenance** – First Place for Devonshire Village HOA, and Outstanding Achievement for Cornerstone HOA.
- **Large HOA Maintenance** – First Place for La Habra West Hills HOA, and Outstanding Achievement for Cheyenne HOA.
- **Apartments/Condos/Townhomes Maintenance** – Outstanding Achievement for Moss Creek Apartments.
- **Public Works/Sports/Parks & Athletic Facilities** – First Place for Pointe Vincente Interpretive Center, and Outstanding Achievement for Wilderness Park.

Steve Hanson Landscaping Inc. in CI Chapter won 4 trophies:

- **Large Residential** – Outstanding Achievement for the Mission Ridge Residence.
- **Small Residential Maintenance** – First Place for the Mission Ridge Residence.
- **Large Commercial Maintenance** – Outstanding Achievement for Fairview Shopping Center.
- **John Redmond Memorial Award** – for the Francheschi Residence.



ARROYO SECO CONSTRUCTION won the Design/Build Award for the La Vista Grande project.

Arroyo Seco Construction in CI Chapter won 3 trophies:

- **Design/Build** – First Place for the La Vista Grande project.
- **Xeriscape** – First Place for the La Vista Grande project.
- **Jon R. Alsdorf Memorial Award** for the La Vista Grande project.

Sweepstakes Award went to Frank & Grossman Landscape Contractors Inc. from the San Francisco Bay Area Chapter for the Woodside Wonder project.

IRS Issues Standard Mileage Rates for 2022 *Submitted by Mickey Strauss, MSM Landscape Services*

The Internal Revenue Service today issued the 2022 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on January 1, 2022, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 58.5 cents per mile driven for business use, up 2.5 cents from the rate for 2021,

- 18 cents per mile driven for medical, or moving purposes for qualified active-duty members of the Armed Forces, up 2 cents from the rate for 2021 and
- 14 cents per mile driven in service of charitable organizations; the rate is set by statute and remains unchanged from 2021.

The standard mileage rate for business use is based on an annual study of the fixed and variable costs of operating an automobile. The rate for medical and moving purposes is based on the variable costs.

UC Landscape Plant Irrigation Trials Virtual Open House Survey

Submitted by Karrie Reid, Environmental Horticulture Advisor, University of California Cooperative Extension San Joaquin County

As many of you know, we have been evaluating plants for water use and inclusion in the Water Use Classification of Landscape Species since 2016. In typical years in spring, summer, and fall, we hold Open House events where UC Master Gardeners and landscape and horticulture educators and professionals from all sectors can view the trial plants in the ground and evaluate a sampling of them on all the irrigation treatments. But there has been nothing typical since early 2020. In order to continue to



**ROSA PINK
BRICKHOUSE**

involve you, the industry professionals, in this vital research, we are inviting you to take an online survey of the plants from photographs. The survey below follows up our Spring 2021 survey to elicit your perspective on how the plants performed after a summer of deficit irrigation treatments. We know you would all rather be in the field where you can walk around each plant and examine it both close up and far away, but we are nevertheless eager to share the new plants we are evaluating and get your feedback on their overall appearance and potential as new garden plants. This on-line survey seeks your opinion on the qualitative performance of one plant per cultivar of the 10-13 taxa we just finished evaluating. All photographs are from late September or early October. We will use these results to inform our irrigation and cultural recommendations for the taxa evaluated in this round

of the UC Landscape Plant Irrigation Trials. We hope to be back in person in 2022.

Survey Basics & Overview

Access the survey using the link below, **selecting the site you would normally attend (UC Davis or South Coast REC in Irvine)**. **Please take the survey only once.** You can move through the survey sections using the back and next buttons before submitting the form. It takes 5-10 minutes to complete the survey. If you have any questions or issues, please email Jared Sisneroz at jasisneroz@ucdavis.edu.

UC Davis (Davis, CA) Survey:

<https://bit.ly/UCDavisSurvey>

South Coast REC (Irvine, CA) Survey:

<https://bit.ly/SCRecSurvey>



**LOMANDRA
SHORTY**

Participation is voluntary and all responses are anonymous. The survey is open to UC Master Gardeners and horticulture and landscape professionals including educators, academics, and writers. Due to the parameters of our current study, the survey is not open to the general gardening public.

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Dan Dvorak
Account Executive, So Cal
11 West Court St., Suite D | Woodland, CA 95695
855.662.2522 (CLCA) Toll Free | 530.662.1710 Fax

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New Contracting Laws Come into Play January 1, 2022

As we make our way into the new year, CSLB would like to highlight some construction-related laws that will go into effect January 1, 2022.

AB 569 (Grayson)

This bill increases from \$5,000 to \$8,000 the maximum administrative civil penalty CSLB can assess against a licensed contractor for most violations, and from \$15,000 to \$30,000 for the most serious violations relating to unlicensed practice and workers compensation insurance violations. This bill also authorizes CSLB to issue a Letter of Admonishment for more than one violation at a time.

AB 830 (Flora)

As it relates to CSLB, this bill defines the responsibilities of the qualifying members of personnel on a contractor's license regarding their duty to supervise the construction operations of the license entity. The bill provides definitions of "bona fide employee" and "actively engaged" for the purposes of a responsible managing employee's duty on a contractor's license. The bill defines the qualifier's duty of "supervision and control" to mean "direct supervision or control or monitoring and being available to assist others to whom direct supervision and control has been delegated." The bill authorizes CSLB to require an applicant for a contractor's license to provide the qualifier's current employment duty statement describing their responsibilities under the license and allows CSLB to take disciplinary action for failing to do so.

SB 607 (Min)

As it relates to CSLB, this bill increases existing as well as adds new licensing and application maintenance and service fees for support of CSLB effective January 1, 2022. The bill additionally reorganizes CSLB's fee statute by fee type, including different renewal fee amounts dependent on license entity type (the current sole owner renewal fee of \$450 is not being increased). In addition, effective July 1, 2022, this bill requires Department boards and bureaus to waive application and license fees for military family members. Also, effective January 1, 2023, this bill increases the CSLB qualifier, license, and disciplinary bonds from \$12,500 and \$15,000, respectively, to \$25,000 for all three bonds.

AB 107 (Salas)

Effective July 1, 2023, this bill requires boards within the Department of Consumer Affairs (Department) to, after appropriate investigation, issue a temporary license to an applicant married to or otherwise in union or partnership with an active-duty military member when the applicant has a current similar license in another state. The bill identifies specified requirements to be met as a condition of issuing the temporary license and it requires a board to issue the temporary license within 30 days of confirming the applicant has met those requirements. The bill provides that the temporary license is not renewable and expires 12 months after issuance or when an original license is issued. The bill additionally requires boards within the Department to publish on their internet website information about the licensing options available to military spouses.

AB 137 (Committee on Budget)

The provisions of this bill that affect CSLB add Article 6.5 (commencing with Section 7086) of Chapter 9 of Division 3, of the Business and Professions Code. These provisions create the Solar Energy System Restitution Program within the Contractors State License Law. Together with the 2021 Budget Act, the bill makes available a \$5 million General Fund appropriation for CSLB expenditure until June 30, 2024, for the purposes of the program. The bill makes restitution pursuant to specified criteria available for any consumer who used a contractor after January 1, 2016, to install a solar energy system on a single-family residence. Qualifying criteria includes demonstrating a financial loss resulting from fraud, misrepresentation, or another unlawful act committed by a residential solar energy system contractor that has not been and will not be fully reimbursed from any other source. The bill provides procedures and criteria for implementation of the program.

AB 246 (Quirk)

This bill makes a licensed contractor's unlawful dumping of debris a cause for disciplinary action against the contractor. The bill also reorganizes BPC Section 7110 from paragraph form to an enumerated form to provide clarity and improve readability.

SB 757 (Limón)

This bill clarifies that a contract for a residential solar energy system is considered home improvement when installed on a residential building or property, for the purposes of the home improvement contract requirements under the Contractors State License Law. The bill further ensures home improvement salespersons must be registered to the contractor they are soliciting, negotiating, or executing contracts for and they must inform the homeowner on whose behalf they are soliciting. Where existing law prohibits a contractor from accepting payment for work not performed or materials not delivered, this bill extends that prohibition to any such payments from lenders or financiers. Finally, the bill requires any representations made to a consumer about a solar energy product or performance to be included in the home improvement contract.)

SB 826 (Committee on Business, Professions and Economic Development)

This bill makes technical, non-substantive changes to the Contractors State License Law. The bill clarifies that CSLB employs investigators and special investigators, not enforcement representatives. The bill also clarifies that the C-22 Asbestos Abatement Contractor License is an appropriate license classification to engage in asbestos related work. The bill additionally replaces an incorrect reference to law in the section of the Business and Professions Code regulating letters of admonishment with the correct section of law. Finally, the bill clarifies that the consumer's right to cancel a home improvement contract that is referenced in the solar disclosure document (required by Business and Professions Code section 7169) is three days for most contracts, and five days for contracts with a senior citizen.

Ewing Promotes Jack York to Director of Product Line Management

By Veronica Biczko, Ewing Director of Marketing Communications

Ewing Irrigation & Landscape Supply recently announced the promotion of Jack York to Director of Product Line Management. York, the son of Ewing President and Chief Executive Officer Douglas W. York, rejoined the company in November 2018. He served as a Branch Manager in New York state before relocating to Ewing's home office in Phoenix in November 2020 to become National Irrigation Product Manager.

"As Ewing nears its century mark, I'm proud that Jack is continuing our family's legacy and growing as a leader as he champions the company's new strategic growth initiatives," Douglas York said. "Jack brings to this role a level of caring and respect for our customers and vendor partners, as well as a keen eye for business finance and strategy, that will further elevate Ewing's ability to serve those we do business with well into our next 100 years."

In his new role of Director of Product Line Management, York will lead and support Ewing's product management efforts, including working with product managers on vendor relations,

sales and marketing strategies. He will support the product management team in defining and executing growth initiatives and will continue to serve on Ewing's Executive Management Team, leading efforts for greater focus on strategic category growth. He also will continue to serve as Irrigation Product Manager for the time being.



JACK YORK

"I'm excited about the learning opportunity and challenge this role provides, as I continue to learn and grow within Ewing. Selling more products across Ewing's entire catalog is a significant opportunity for us as a company," York said.

Jack York holds a Bachelor of Science degree in economics with a concentration in finance from the University of Pennsylvania. Before returning to Ewing, he specialized in retail, technology, media, telecommunications and restaurant mergers and acquisitions for PJ Solomon (now Solomon Partners), a New York City-based investment banking advisory firm. Before that, he was a professional import player and coach for American football teams in Melbourne and Sydney, Australia.

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10 Tips for Fast Hiring *By Jonathan Goldhill, the Goldhill Group*

We always look to expand our business for profits, but we need a workforce to do the job. In such cases, we need to hire people fast and efficiently. If your hiring process takes too long to finalize the candidate, here are the 10 tips provided to make your hiring faster:

1. Raise hourly wages for new and existing employees to attract more and better candidates and/or offer a signing bonus to new employees paid on their 3-, 6-, 9 – and 12-month hiring anniversary.
2. Start a referral program paying out cash prizes after 6 weeks to employees for each candidate referral.
3. Promote your referral program frequently with your best employees.
4. Reach out to ideal potential employees on LinkedIn and Indeed to let them know.
5. Publish your company’s story in local news magazines by spotlighting successful employees who have risen in the company.
6. Focus on creative culture-building activities (see culture-building activities) that motivate employees and build trust among the team to make your company a desirable employer in your region/niche/etc.

Good candidates are always high in demand and usually receive multiple offers, so taking too long in the hiring process may lose out to your competitors.

7. Place notices on smaller job sites such as Snagajob, College Recruiter, FlexJobs), and larger job sites such as Indeed, ZipRecruiter, LinkedIn, and niche industry job sites such as (e.g., ihirelandscaping, roofer-scoffeeshop, etc., as well as your website’s hiring page.
8. Put street signs in your office/yard/parking lot and advertisements on your trucks/vehicles and at your supplier’s shops.
9. Hire on a trial basis, hire remote employees, offer better perks and more flexible work options, e.g., work from home, etc.
10. Write better, more succinct job descriptions that make positions sound more appealing, interesting, and unique.

Good candidates are always high in demand and usually receive multiple offers, so taking too long in the hiring process may lose out to your competitors. However, with the above tips, you may fasten your hiring process and save time and additional costs of hiring.

If you need more help, you may schedule a complimentary consultation to learn more. Call us at (818) 716-8826.



JONATHAN GOLDHILL
CEO
The Goldhill Group

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No Pity Parties

From a story by Mark Matteson, Sparking Success

1. When you find yourself beginning to complain, STOP! There is an old pipe-fitters phrase “Measure twice, cut once.” Think twice, speak once (or not all.)
2. Start really listening to the people you spend the most time with and ask yourself, are they “An Anchor” pulling you down – or “A Speedboat” pulling you forward? Then invest less time with Anchors and more time with the Speedboats in your life.
3. Ask yourself every day, “What is great about my life today?” and “What am I grateful for today?” Put it on paper. Share your WINS with people who care about you and your wellbeing.
4. Get in touch with your “Self-Talk.” What do you say to yourself on a habitual basis? Remember, we have over 60,000 thoughts a day and for a lot of people, 75% of those thoughts are negative. It takes work to be a good manager of your mind. Practice doesn’t make perfect; practice makes permanent. Do your words heal or hurt?
5. Manage your Input. “G.I.G.O” = Garbage In, Garbage Out. Pay attention to the people with whom you associate. Be aware of the books you read and music you listen to, movies you watch, magazines you read.

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~KURAPIA~

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A Season of Love and Individual Awakening

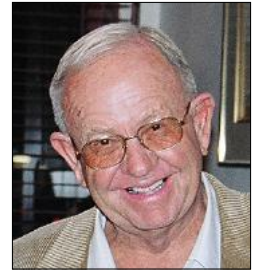
This is a very special time of the year to reflect upon the many achievements and victories as individuals we each have had. Taking time to recall the meaningful moments is a terrific experience as we now look forward with expectancy to a new year.

I have found that there are principles and laws that govern our universe. You may not know or recognize them, but they do work a certain way all the time and reflect your love, happiness, joyfulness, and warmth expressed in your face and eyes. Same thing if you're a grouch! What you feel and think always acts on your physical being – that's just the way it works. Our subconscious mind does not know what you want until you send your command. This law produces the reaction for success and how it does so is amazing. When you plant a bulb it produces a beautiful flower. It follows the law. And, no, it does not produce a tomato. Again, my finding – our conscious mind chooses, the subconscious executes what you think into expression, making us "effective" thinkers.

This season of love and celebration is dedicated to recognizing Christmas, which for me is the "Birth of Christ consciousness." The love and joy surrounding this magnificent event is the thread of life that brings all life together, especially our

spiritual life in whatever form we choose to live it.

Taking time to recall the meaningful moments is a terrific experience as we now look forward with expectancy to a new year.



DAVID JUNOD
Sheridan Landscaping, Inc.

God, our Creator is timeless, unchanging, the source, continuity, the conclusion of every season for every one of us. He has made us all awakening human beings, unique individuals, and awesome thinkers of love. We are also co-creators in our field of endeavors. It is love that is at the center and circumference of our interactions as we participate with clarity and purpose. Know this: God, our Creator – call Him what you may – is the changeless reality in every season and every person, wonderfully expressed through our individuality. Yes!

I really like this from Dr. Seuss...

*"Today (right now, today) you are you
What is truer than true
There is no one alive
Who is youer than you."*

Our CLCA chapter holds a lot of wonderful memories for Maria and me. Have a blessed Holiday Season. – Dave

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