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Dual Chapter Installation Thursday, January 26

- *SiteOne, 21361 Deering Ct., Canoga Park*
- *2023 State President to install both San Fernando Valley and Channel Islands chapters board officers*
- *See pages 3 & 4*

**FREE BULK LOADING
OF COMPOST OFFERED
IN CALABASAS**

- *While supplies last*
- *See page 7*

MULTI-AWARD WINNER!

STAY GREEN, INC., a multi-award winner in the 2022 CLCA Trophy Awards competition, took First Place in the Small HOA Maintenance category with this outstanding entry, The Preserve in Sand Canyon. The awards were announced at the Trophy Awards Banquet November 11 as part of the CLCA Convention in Indian Wells. (See complete awards listing on page 2 and more awards photos on page 5.)

Additional Convention photos will appear in the January 2023 issue.

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CONGRATULATIONS TO ALL THE 2022 CLCA TROPHY AWARD WINNERS!

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Frank & Grossman Landscape Contractors, Inc.

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Frank & Grossman Landscape Contractors, Inc.

GARY VALLEN MEMORIAL AWARD

Sponsored by Zone 24 Landscaping, Inc.

Outscape Concrete & Landscape, Inc.

SPECIAL EFFECTS AWARD

Sponsored by CLCA Insurance Solutions

Andy Gagnon Landscapes, Inc., dba Cricket Pools

JOHN REDMOND MEMORIAL AWARD

Sponsored by Landscape Contractors Insurance Services, Inc.

Medallion Landscapes

HERB FRANK MEMORIAL AWARD

Sponsored by Kellogg Garden Products

K&D Landscaping, Inc.

BOB BAIER MEMORIAL AWARD

Sponsored by Hunter Industries/FX Luminaire

Purlieu Landscapes

EXCELSIOR AWARD

Sponsored by Republic Services

Outscape Concrete & Landscape, Inc.

NELSON COLVIN HUMANITARIAN AWARD

Sponsored by the CLCA Auxiliary

North Coast Chapter of CLCA

SMALL RESIDENTIAL INSTALLATION

Sponsored by CLCA Insurance Solutions

First Place

Pacific Breeze Landscape

Outstanding Achievement

Purlieu Landscapes

MEDIUM RESIDENTIAL INSTALLATION

Sponsored by Southland Sod Farms

First Place

Pacific Breeze Landscape

Outstanding Achievement

Frank & Grossman Landscape Contractors, Inc.

LARGE RESIDENTIAL INSTALLATION

Sponsored by A-G Sod Farms, Inc.

First Place

K&D Landscaping, Inc.

Outstanding Achievement

Frank & Grossman Landscape Contractors, Inc.

RESIDENTIAL ESTATE

Sponsored by Ewing Irrigation & Landscape Supply

First Place

Andy Gagnon Landscapes, Inc. dba Cricket Pools

Outstanding Achievement

Scenic Scapes, Inc.

RESIDENTIAL ESTATE UNLIMITED

Sponsored by SiteOne Landscape Supply

First Place

Steve Hanson Landscaping

Outstanding Achievement

Autumn Skies Landscapes

LANDSCAPE RENOVATION

Sponsored by Zanker Landscape Materials

First Place

Scenic Scapes, Inc.

Outstanding Achievement

Gardners Landscaping

DESIGN/BUILD

Sponsored by Delta Bluegrass Company

First Place

Rock Paper Scissors Landscape

Outstanding Achievement

Logan Landscape, Inc.

DESIGN/BUILD UNLIMITED

Sponsored by Delta Bluegrass Company

First Place

Frank & Grossman Landscape Contractors, Inc.

Outstanding Achievement

Purlieu Landscapes

SMALL COMMERCIAL INSTALLATION

Sponsored by South Coast Wholesale

First Place

Purlieu Landscapes

Outstanding Achievement

Golden Pond Water Plants LLC

XERISCAPE

Sponsored by Zone 24 Landscaping, Inc.

First Place

Purlieu Landscapes

WATER FEATURES

Sponsored by Imperial Sprinkler Supply

First Place

Pacific Breeze Landscape

Outstanding Achievement

Purlieu Landscapes

LIGHTING

Sponsored by Hunter Industries/FX Luminaire

First Place

Viewpoint Lighting

Outstanding Achievement

Autumn Skies Landscapes

SMALL RESIDENTIAL MAINTENANCE

Sponsored by Jain Irrigation

First Place

Lou Penning Landscape, Inc.

LARGE RESIDENTIAL MAINTENANCE

Sponsored by South Coast Wholesale

First Place

Steve Hanson Landscaping

Outstanding Achievement

Autumn Skies Landscapes

SMALL COMMERCIAL MAINTENANCE

Sponsored by Rainbow Ecoscience

Outstanding Achievement

Golden Pond Water Plants LLC

LARGE COMMERCIAL MAINTENANCE

Sponsored by Landscape Contractors Insurance Services, Inc.

First Place

Bayscape Landscape Management, Inc.

Outstanding Achievement

Bayscape Landscape Management, Inc.

SMALL HOA MAINTENANCE

Sponsored by California Employers Association

First Place

Stay Green, Inc.

Outstanding Achievement

Stay Green, Inc.

LARGE HOA MAINTENANCE

Sponsored by Weathermatic

First Place

Korotkin Associates, Inc.

Outstanding Achievement

Stay Green, Inc.

APARTMENTS/CONDOS/TOWNHOUSES MAINTENANCE

Sponsored by Smith Pipe & Supply, Inc.

First Place

Stay Green, Inc.

Outstanding Achievement

K&D Landscaping, Inc.

HUMANITARIAN AWARD

Sponsored by the CLCA Auxiliary

First Place

Blue Spruce Landscape & Construction, Inc.

Outstanding Achievement

East Bay Chapter of CLCA



**San Fernando Valley Chapter
2022 Board of Directors**

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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

- Jan. 5 Board Meeting in person at Millie's in Van Nuys - 8am
- 24-25 Leadership Conference, Sacramento
- 26 Installation of both San Fernando Valley and Channel Islands Chapter boards at SiteOne-Canoga Park. Milwaukee Tool presenting a program on battery operated equipment. Incoming CLCA President Evan Moffitt to install 2023 Board. Dinner will be from a Taco Truck. SiteOne and Milwaukee Tool are sponsoring dinner – No cost to attendees.
- Feb. 2 Board Meeting TBA
- 23 New Laws TBA
- Mar 2 Board Meeting TBA

**SFV 2023 Board Election
Results Announced**

The results of the San Fernando Valley board elections are in. Following are the individuals and companies that will lead the Chapter in 2023. They will be installed January 26 at the Dual Chapter Installation of the SFV and Channel Islands Chapter boards at SiteOne in Canoga Park.

Chairman: Luis Casas - Legacy Tree Care

President: Francisco Salazar - Groundcare Landscape Company

Vice President, Programs: Tom Lucas - Performance Nursery

Vice President, Membership: Steven Kinzler - SK Landscape Design, Inc.

Secretary: Natalie Balyasny - Landscape Contractors Insurance Services, Inc.

Treasurer: Mickey Strauss - MSM Landscape Services, Inc.

AMO Rep: Alec Viceconte – Milwaukee Tool

Territory Rep, Landscape Trades

Mobile: (262) 239-6890

alec.viceconte@milwaukeeetool.com

Additional Board Members

Richard Angelo - Stay Green, Inc.

Rene Emeterio - Specialized Landscape Management Services Inc.

Klaus Kummer - Kummer Landscape

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Core Values

Hello San Fernando Valley CLCA members!
Happy Holidays to you and may you have a
Happy New Year.

The end of the year is here and with it a new list of experiences and lessons learned both professionally and personally. We should all take the time before the ball drops to revisit our

core values and remind ourselves to push on and repledge to our commitments.

Next year let's feel proud again about helping others, about working for our community and connecting with our peers. Let's also strive to better our industry by helping each other and by mentoring our peers.

Mark your calendars for January 26th when we will have our Dual Chapter Installation Dinner with the Channel Islands Chapter. This year it will take place at SiteOne-Canoga Park and will include a Product Showcase featuring battery powered landscape tools from Milwaukee. The tools will be on display to try out and discuss their merits with company reps. SiteOne and Milwaukee Tool are sponsoring dinner cost. Please contact us to register for this free event.

Finally, I want to thank our hardworking SFV Board for their time, their great ideas, and their commitment to the Chapter and our members. Working through Covid, Zoom calls, water restrictions, and escalating prices, they each performed spectacularly well and deserve our thanks and appreciation. And, if you would like to join them on the Board, call me.

We have already begun planning events for 2023 and are looking forward to another great CLCA year. Thank you and Happy Holidays! – *Francisco*

We should all take the time before the ball drops to revisit our core values and remind ourselves to push on and repledge to our commitments.

You're Invited!

San Fernando Valley and Channel Islands Dual Chapter Installation Dinner

Thursday, January 26, 2023, 5:00 p.m.

SiteOne-Canoga Park

21361 Deering Ct., Canoga Park, CA 91304

RSVP to Jan Veis (818) 772-7233, sfvclca@gmail.com

Evan Moffitt, CLCA 2023 State President, will be the Installing Officer.

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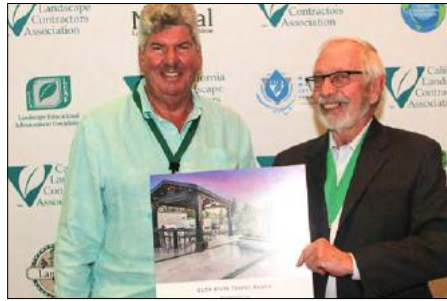
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Chapter Suppliers & Friends at State Trophy Awards

(Partial list. See complete list of winners on page 2.)



SWEEPSTAKES AWARD goes to Frank & Grossman Landscape Contractors (left). Presenting for Sponsor Devil Mountain Wholesale Nursery is Emcee Elizabeth Burns, Past State President.



GARY VALLEN MEMORIAL AWARD goes to Outscape Concrete & Landscape. Receiving for winner is Gregory Wrenn (left). Presenting for Sponsor Zone 24 Landscaping is Gordon Larson.



SPECIAL EFFECTS AWARD goes to Andy Gagnon Landscapes/Cricket Pools (center, right). Presenting for Sponsor CLCA Insurance Solutions is Pam Kinne.



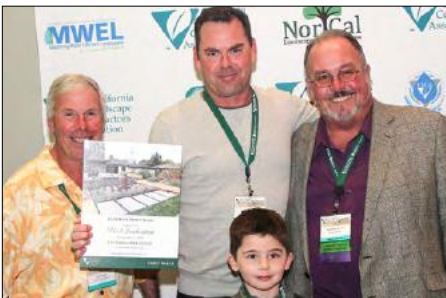
JOHN REDMOND MEMORIAL AWARD goes to Medallion Landscapes. Receiving for Medallion Landscapes are Brian Arnold and Kim Ayala of Sponsor Landscape Contractors Insurance Services.



HERB FRANK MEMORIAL AWARD goes to K&D Landscaping (left). Presenting for Sponsor Kellogg Garden Products is Past State President Tim Hendricks.



XERISCAPE First Place is Purlieu Landscapes. Presenting for Sponsor Zone 24 Landscaping is Elizabeth Burns.



LARGE RES INSTALLATION First Place goes to K&D Landscaping (left). Presenting for A-G Sod is Tim Hendricks.



MEDIUM RES INSTALLATION First Place goes to Pacific Breeze Landscape. Receiving are Sal Hernandez (left) and Jose Acevedo (right). Presenting for Sponsor Southland Sod Farms is John Domenici.



RES ESTATE UNLIMITED First Place is Steve Hanson Landscaping (center). Presenting for Sponsor SiteOne Landscape Supply are Jaime Lopez (left) and 2023 State President Evan Moffitt.



DESIGN/BUILD UNLIMITED O.A. is Purlieu Landscapes (left). Presenting for Sponsor Delta Bluegrass is Karina Arreola.



APARTMENTS/CONDOS/TOWNHOUSES First Place is Stay Green. Receiving for Stay Green is Tim Hendricks (center). Presenting for Sponsor Smith Pipe & Supply are Oscar Martinez and Raul Guzman.



LARGE COMMERCIAL MAINTENANCE First Place is Bayscape Landscape Management, Tom Ellington (second from left). Presenting for Sponsor Landscape Contractors Insurance Services are Brian Arnold (left) and Kim Ayala.



JOSÉ ROBLES
Owner
Landscape Warehouse

Don't Let the Grinch Steal Your Christmas!

For those of you who know me, you'd say that I am a pretty positive guy. As an entrepreneur in the most taxed and regulated state in the country, I have to remain optimistic if Landscape Warehouse is to continue growing and enjoy the phenomenal success that it has.

But I am also a realist. Our success is tied to your success...the success of our loyal and our new customers. Considering that we are all in the same economic boat with high inflation and soaring gas prices, we must either work harder or work smarter to keep our businesses thriving.

Couple this with the negative news affecting the landscape industry in particular – from overly restrictive water conservation laws to the expensive conversion to battery powered equipment – and it is easy to see that 2023 is going to be an especially tough year for all of us.

And let's not forget Covid that continues to change our lives in so many ways, not the least of which is putting the kibosh on many of the group in-person activities we all look forward to during the Holiday Season and throughout the year. I for one intend to remain positive-minded, not just because I need to, but because of the wonderful family and friends with whom I get to enjoy each day, at work and at home.



Regarding the obstacles landscapers are facing today, fear not, the cavalry is coming! Landscape Warehouse is planning classes on various aspects of landscaping that will help you do it right the first time, using the right equipment and materials for the job that will save you time and money. These classes may even enable you to charge more for that job that will now achieve even more professional results. Also, feel free to seek advice from our expert bilingual counter staff. Remember it is their goal to provide you "Everything you need for your next award-winning landscape."

As we fight to remain optimistic facing today's challenges, we must take care not to let the Grinch steal our Christmas nor the tax man our joy. Don't let them put a damper on the happiness and comfort that comes with knowing The Reason for the Season. He will get us through these troubling times...He always does.

Merry Christmas and Happy New Year from your friends at Landscape Warehouse. – José

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Free Bulk Loading of Compost Offered in Calabasas

For a limited time, the Las Virgenes Triunfo Joint Powers Authority (JPA) is offering free bulk loading of compost Monday through Friday from 7:30 am to 1:30 pm at the Rancho Las Virgenes Composting Facility (Rancho) at 3700 Las Virgenes Road at the intersection of Las Virgenes Road and Lost Hills Road in Calabasas, CA.

The JPA's Bulk Loading program is geared to help serve the landscape maintenance community in our region by allowing for the quick loading of large quantities of our EPA rated Class A Exceptional Quality compost for application on their customer's landscape.

Landscape professionals wishing to take advantage of this unique program can get detailed information about how to pick up compost at www.LVMWD.com/Bulk-Compost.

The Bulk Loading program offered by the JPA at Rancho represents a key component to the JPA's mission to bring water full circle and close the sustainability loop. By utilizing the bio-solids captured in the wastewater treatment process and turning them into compost to be given away to the community Rancho produces a benefi-



The Bulk Loading program offered by the JPA at Rancho represents a key component to the JPA's mission to bring water full circle and close the sustainability loop.

cial product. This compost is an important piece of the puzzle that is creating a water efficient and sustainable landscape.

The production of compost also allows the JPA to forgo traditional means of solids management such as the carbon intensive and costly process of trucking the bio-solids to

agricultural areas where they can be land applied or simply dumped into a landfill. Accomplishing the creation of a beneficial product while eliminating waste is integral to being truly sustainable, a key mission of the JPA.

The JPA is a partnership between the Las Virgenes Municipal Water District and Triunfo Water & Sanitation District and provides waste water collection and treatment services as well as recycled water service to over 130,000 residents.

LAS VIRGENES - TRIUNFO JOINT POWERS AUTHORITY

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For more information go to:

LVMWD.com/Bulk-Compost

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Calabasas, CA





MARK MATTESON
Sparkling Success

What Every Employee is Asking Themselves

By Mark Matteson, *Sparkling Success*

“You can observe a lot by watching...” – Yogi Berra

As I travel the world working with some of the finest organizations, occasionally insights bubble to the surface. The biggest challenge companies face is “Finding and Hiring Good People.” I’m not dismissing the difficulty of this challenge. But we are ignoring the other side of the coin. That is, “How to KEEP the good people we have.”

Every employee is asking three questions whether they realize it or not.

- 1) Do I feel SAFE here?
- 2) Do I feel like I BELONG here?
- 3) Do I have a FUTURE here?

What does it mean to feel safe? Webster defines the word to mean: “Protected from or not exposed to danger or risk; not likely to be harmed or lost.” Yet that definition falls short of the full measure of those feelings. Am I safe physically, mentally, emotionally, spiritually, and interpersonally? Do I feel comfortable speaking up?

Sharing ideas? Confronting a bully or passive/ aggressive behavior?

“The ache for home lives in all of us, the safe place where we can go as we are and not be questioned.” – Maya Angelou

This is where assertiveness and self-confidence come in. When we aim high, stuff is going to happen that catches us off guard. The risk of feeling overwhelmed is always there. In these situations, talent is not enough. We need grace, poise, and a strong sense of self. Employees don’t leave for a dollar more an hour across the street. They leave because they aren’t appreciated, respected, and understood. Their opinions are not valued or even listened to. They want to feel safe. We all do. It’s personal and universal.

What does it mean to belong? I have had the delightful opportunity to work with the largest Contractor in Hawaii many times. They have a word I really like: “Ohana” It means: “Family, and Family Means Nobody Gets Left Behind or Forgotten. Ohana refers to the familial bond that Native Hawaiians share.” I like that. Is there a sense of Family here? How can you create a sense of belonging in your organization?

Continued on page 10

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Landscape Expo Moves to Anaheim



SOUTHLAND SOD reps Norm Lopez and John Domenici meet and greet attendees at the Landscape Expo's new site for 2022, the Anaheim Convention Center on Nov. 16 and 17.



CLCA INFORMATION BOOTH at the Expo is staffed by Cassandra Sonne, Sal Hernandez, and Maria Abero.



GRO-POWER reps David Dichl and Jack Engberg explain the benefits of their products with Expo attendees.



SMITH PIPE & SUPPLY reps Chris Rockwell, Don Rockwell, and Julio Orellana make it a point to attend all green industry trade shows in the area, meeting old and new clients.



MILWAUKEE TOOL display draws guests who enter discussion with reps Bradley Herzog and Alec Viceconte.



A-G SOD reps Aaron Taylor and Ruben Aranibar talk about the benefits of sod to Landscape Expo visitors.



LCIS reps James Debeau, Natalie Balyasny, and Brian Arnold talk insurance benefits and policy holder rebates with Expo show-goers.



DELTA BLUEGRASS reps Jeff Henninger and Jodie Sheffield talk about the various types of sod available to attendees.



CLCA INSURANCE SOLUTIONS reps Pam Kinne and Bill Deeble enjoy meeting insurance needs with Expo attendees.



HORIZON staff members Larry Hall, Dottie Quiroz, Bryan Bailey, and Adam Green greet attendees with smiles and lots of valuable landscape supply information.



WEST COAST TURF reps Anthony Pulizzano and Carlos Espana greet Expo attendees.



HUSQVARNA rep Jason Severson talks to attendees about the latest battery powered equipment and the new legislation.

What Every Employee is Asking Themselves, from Page 8

At Hewlett-Packard they hand out an award for going the extra mile to their engineers, it's called "The Golden Banana." It's a metal banana mounted on a piece of wood with their name etched on a plate. It costs about \$4.00 to make. Yet the impact is priceless. How can you improve the way you acknowledge and recognize your team? The best leaders I have met ask questions about their employee's families and listen actively. They remember important details and bring them up later. A.R.U. Appreciation, Respect, Understanding.

"A deep sense of love and belonging is an irreducible need of all people. We are biologically, cognitively, physically, and spiritually wired to love, to be loved, and to belong. When those needs are not met, we don't function as we were meant to - we break. We fall apart. We become numb. We ache. We hurt others. We get sick." - Brene Brown, Author

What does it mean to have a FUTURE? If I work hard, go the extra mile and exceed my company's expectations, will I move up? Is this company growing 20-30% a year? Where will I be in five years? Everyone has to have something to look forward to. It says in the Old Testament, Proverbs 29:18, "Where there is no vision, the people perish: but he that keepeth the law, happy is he (or she)."

I remember asking my boss, while I was still a technician, when offered a choice between accepting a Project Sales or Maintenance Sales position, "Which job do most Sales Managers come from?" he said, "Maintenance Sales..." I replied, "THAT is the one I want!"

I was thinking about the future.

I conduct an exercise when working with companies. I ask: "What is great about this company? Write down three things." Then I ask, "What was the first thing that came to mind?" Then I write down their answers on a flip chart or whiteboard. It creates gratitude. You can feel the change in mood in the room.

"Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough." - Oprah Winfrey

The term "Churn" defines what percentage of internal or external clients leave your company compared to the whole. How is your churn? Is it 1% 5% 10% 20%? Whatever the number is if you remember: SAFE? BELONG? FUTURE? and take actions to improve those three simple elements, it will go down. Keep who you have first, then go to work on "Attracting Good People!"

We CAN observe a lot by watching! I could be wrong. I was once before, in 1988...

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.



Wonder What Products Are Available for Electric Equipment Funds?

California CORE Catalog Has Just Launched!

Manufacturers are submitting applications to have their equipment listed in the California CORE catalog. We expect more items to be added in the coming weeks.

View the California CORE catalog [here](#).



Want a refresher on the California CORE program and how to get funding assistance to transition to electric equipment? Watch our CLCA members only webinar [here](#).

As a reminder, here are additional resources you can use to make sure you're ready to submit your funding application as soon as CORE (Clean Off-Road Equipment Voucher Incentive Project) opens the process.

- Register for California CORE email alerts at info@californiacore.org
- Review the CORE [catalog](#)
- Check out the list of CORE [dealers](#) (currently at 70 dealers)
- Prepare using our CORE Program [Checklist](#)

California CORE aims to open voucher applications on November 7th!



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Richard Daigle, Educator and Thought Leader, 1959–2022

• **Irrigator Tech and Green Industry Hall of Fame Founder** *From an article courtesy of Landscape Communications*

Educator, innovator and founder of Irrigator Tech and the Green Industry Hall of Fame, Richard Daigle, 63, passed away on Friday, November 25, 2022, peacefully in his sleep at his Ontario home.

Daigle had been a contributing member to the Irrigation Industry for over 37 years and his background reflects a diverse amount of experience and education. It all started in 1977 while attending Glendora High and participating in the Landscape Department’s ROP Program. Bit by the bug, he went on to own and operate a Landscape Maintenance and Nursery from 1977-1983 before branching out into several other ventures including Daigle & Associates that served the Irrigation Industry since 1988.

In 2001, Richard had a dream and a goal to start an educational school to teach basic irrigation concepts to all service providers and technicians in the field. Starting out with basic certification courses, Irrigator Technical Training School taught beginning irrigation,



A CELEBRATION OF LIFE FOR RICHARD DAIGLE will be held **January 14, 2023 from 2 to 4 p.m.** at **Jurupa Mountain Discovery Center, 7621 Granite Hill Drive, Jurupa Valley, CA 92509.** Come share your thoughts, prayers, funny stories, and other memories of Richard with family and friends.

implementing elementary techniques and practices and coupling hands-on instruction with classroom theory. Irrigator Tech has grown to offer a full range of classes with certification in several irrigation related areas.

Richard has served as President of the California Landscape Contractors Association (CLCA) Inland Empire Chapter from 2008-2014 and served on CLCA’s Education Committee at the state level for several years. He founded the Association of Latino Landscape Professionals in 2010, Landscape Certified Contractors Association in 2013, and co-founded the Green Industry Hall of Fame in 2005.

Most recently he had developed a podcast through iHeart Radio called Irrigator Tech Talk which can still be heard at pod.co/irrigator-tech-talk.

The industry is deeply saddened by this loss. He leaves behind his daughter, McKenna, three stepchildren: Megan, Grant, and Drew and his wife of over 25 years and business partner, Marcie Daigle.



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| PART NUMBER | INPUT | OUTPUT | WATTAGE | HEIGHT | WIDTH | EXT. |
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SFV and CI Chapters Welcome Milwaukee Tool as a Member

Milwaukee Tool has become a member of the Channel Islands and San Fernando Valley Chapters, after previously sponsoring events in both chapters. Reps Alec Visconte and Bradley Herzog are pleased to be official CLCA members, and both attended the recent CLCA Convention.

Milwaukee Electric Tool Company History Highlights

- In 1924, Henry Ford asked the founder of Milwaukee for a powerful corded drill that he could use on something he called an “assembly line.” That was a huge success and the company took off from there, specializing in heavy-duty commercial and industrial tools.
- In 1951, Milwaukee revolutionized the industry by inventing the first-ever reciprocating saw to replace manual sawing work.
- In 1982, Milwaukee changed the industry again with its portable band saw.
- In 2008, Milwaukee was the first company in the world to put a lithium-ion battery on a power tool, and the patents it created are still paying off today. There are currently more than 90 million Milwaukee batteries in the market, and the compatibility has never changed since 2008. Every tool made today works with every battery made in 2008, and vice versa.
- In the 2010s, customers from various trades began asking Milwaukee for landscaping tools. Its product offering began grow-



- ing into the full line that it is today (again, all having the same battery compatibility with their existing tools).
- In 2021, California passed SB 170 restricting the sale of gas equipment by 2024. The following year...this year... the company assembled the first team of field specialists focused on working 100% with the landscaping professional in Southern California. That team includes Alec Viceconte, Bradley Herzog, and Kyle Calvo.
 - This team has been working closely with the California Air Research Board (CARB) to develop the Clean Off-Road Engine (CORE) funding program to help small businesses transition from gas to battery equipment.

Brad graduated from Butler University (Indianapolis) in 2020 and was relocated to Miami due to fluency in Spanish. After a brief stint in Houston, he now serves the needs of landscape trades in Southern California.

Alec graduated from Florida International University (Miami) in 2021 and was relocated to Palm Beach. He accepted a promotion to Southern California to help launch the Jobsite Solutions team for Landscaping Trades in summer 2022, now calling on LA County, the IE, and San Diego.

We welcome Brad and Alec to our CLCA family. (Their photos appear with the Landscape Expo vendor photos on page 9.)

THANK YOU to all the generous Sponsors of the 8th Annual Channel Islands Chapter Deep Sea Fishing Trip!



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Timelessness of Yuletide Love

As the flowers turn to the rising sun in the morning, I find that in the morning I enjoy greeting the sunrise, as I greet our Creator that we all know as God. I know that, as we all turn to God, He turns to us. This is always a celebration as a way and wonder of each one of our lives.

December is always a terrific time to reflect back on love given and received on our life's journey. It is also the time to consider the love given and received from and to those around us. Reflecting on our achievements, victories and successes in the creative opportunities that came our way throughout the year, allows us to thank God for them because they came from Him.

We expect to live a New Year with good health, prosperity, loving kindness, and abundant creativity as we "walk in faith." Know that God's invitation to the good in our lives is an open invitation that is eternally open to everyone of us. Even in sometimes dark, cloudy times, you...we can still feel that special warmth of Yuletide love that surrounds us and remains with us the year 'round.

I have found that our Creator is timeless. He invented time but is not bound by it. He is the source, unchanging, the continuity and conclusion of every experience in our lives. Not just at Christmastime, although at this time of year we especially bring

into remembrance "the Reason for the Season." Christ consciousness is the Thread of Life the weaves all life together.

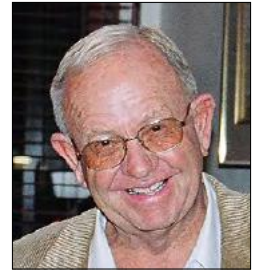
And, just as important is the special time of Hanukkah that recognizes the threshold of awakening within. And yes...we are all awakening individual sentient beings.

The original gift to us with our first breath of life is love from the Divine nature of our Creator. "For God so loved..." That kiss

of life empowers us for our journey of living, exploring, and being. His gifts to His children are what allow us to live the abundant life filled with love and happiness we all seek. And at Christmas, we are reminded of God's Greatest Gift...His Son.

Maria and I are so grateful for the many terrific memories we have concerning our SFV CLCA members and friends. Merry Christmas and Happy New Year to all.

*"Today you are you! That is truer than true!
There is no one alive that is you-er than you."* – Dr. Seuss



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