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## SAVE THE DATE!

# Online Pesticide Educational Course

- April 22, 3:00–5:00 p.m. via Zoom
- Hosted by Channel Islands Chapter
- See page 12 for more information
- All Chapters invited to participate

2020 STATE TROPHY AWARDS – Stay Green Inc. won First Place – Large Commercial Maintenance for Altadena Town & Country Club. In addition, Stay Green won *both* First Place *and* Outstanding Achievement in four other categories: Small Commercial Maintenance; Small HOA Maintenance; Large HOA Maintenance; and Public Works/ Sports, Parks & Athletic Facilities.

**PAUL HANSEN** of  
Southwest Landscape,  
Inc. sworn in as CLCA  
2021 State President  
• See page 7 for story and  
complete list of 2021 Officers



California Landscape Contractors Association  
San Fernando Valley Chapter  
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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**

- March 4 SFV Board Meeting, 10 a.m. via Zoom.  
Contact Jan Veis for Zoom link
- April 22 Pesticide educational course via Zoom.  
Earn DPR approved and CPUs. Regional  
event organized by CI Chapter; all chapters  
invited, details TBA
- May Possible Regional Golf Tournament with  
Channel Islands Chapter TBD
- June 17 CI Chapter and neighbors visit to San Marcos  
Nursery in Santa Barbara area. SFV members  
welcome. TBD
- Sept 17 Channel Islands Chapter and Friends Annual  
Fishing Trip Details TBD
- Nov CLCA Convention in Hawaii scheduled for  
November 2021

**SFV Chapter Sponsorship  
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The SFV Chapter values your membership and involvement in our local chapter and would like to offer you an opportunity to participate in our Sponsorship Program. As a Sponsor, you will receive an array of benefits and opportunities to support our chapter as well as receive recognition for yourself and your company.

Because of COVID, we are not able to list the benefits of Sponsorship in detail yet, but they will include such things as promotion on our website and in the *Valleyscape* Newsletter, recognition at chapter events, cost of admission/participation in future chapter activities...and more.

Interested? Of course you are. Call Jan Veis at (818) 772-7233 for more details. Thank you in advance for your continued support of the San Fernando Valley Chapter.

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FRANCISCO SALAZAR  
SFV Chapter  
President  
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## Light at the End of the Tunnel

No doubt things are still pretty rough all around with this pandemic. But they are starting to look a little brighter with less cases reported, vaccines beginning to be available, and some businesses slowly starting to open up.

For the construction and landscape industry work has been steady, at least for most, but it can always be better. All the

changes we have had to make will certainly help us for the future, as it will not be the last time we will have to adjust.

Like in most trades there are always new tricks to learn or new materials to use, so we are always changing the way we do things. What better way than to do it all together...let's learn from one another. That's what this association has brought me so far – we are not alone, and we can always depend on one another. Remember that if you get stuck you can always rely on someone else, and if you see someone in need of

help do not hesitate to lend a hand. That's what an association is and should be, a safe place to share and grow together.

So, keep your head up, and should you fall, there's a good chance a friend from CLCA will help you back up. They may even dust you off so you can go back at it again. As busy as most of us are in our industry right now, things will certainly begin to move in your direction soon. And when they do, just make sure you are prepared to keep up with the pace.

If you are not experiencing the support available from fellow members, you probably are not as involved in the chapter as you once were. That's understandable. But you'll be happy to know that we are in the middle of planning our CLCA year, which is looking forward to a number of events once COVID is in our rear-view mirror.

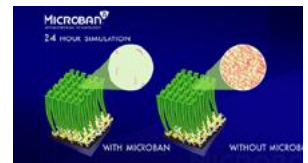
Call a board member and let them know you are eager to get back involved. How's golf sound to you? A golf tournament is planned for this year...and much more. See you there.

**Remember that if you get stuck you can always rely on someone else, and if you see someone in need of help do not hesitate to lend a hand. That's what an association is and should be, a safe place to share and grow together.**

## SmartTurf Announces Turf with Antimicrobial Protection

Microban International announced that its longtime partner SmartTurf has launched a range of athletic turf products for health and sports clubs, along with athletic arenas. The new product range offers built-in antimicrobial protection and was designed for businesses across the county looking for answers to heightened concerns around cleanliness and enhanced safety measures in fitness, sports and athletic facilities.

Smart Turf Athletic Turf is made with a proprietary, high-performance polyethylene, which offers superb resiliency while remaining soft to the touch. The Microban antimicrobial technology is manufactured into the turf blades to provide permanent, built-in protection from the growth of bacteria, mold and mildew on the athletic turf.



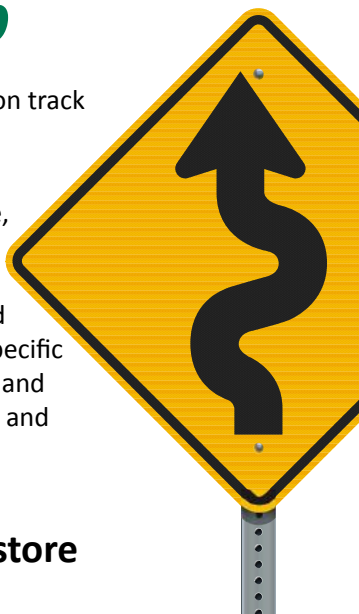
"After identifying the lack of a similar product on the market in a time when health and sports club owners are looking for ways to instill public confidence around returning to their facilities, we felt strongly about expanding our partnership with Microban to include a built-in solution for this category," said Duane Jensen, president of Catalina Home, parent company of Smart Turf. "The built-in antimicrobial technology is key in that it never washes off, works 24/7, and is active for the entire life of the athletic turf."

CLCA MEMBER  
ADVANTAGE

## When routes are uncertain, update your map

Communication can stay on track by keeping your company policies up to date.

Available at [clca.org/store](http://clca.org/store), the fully customizable **Employee Handbook** is created in Microsoft Word and features guidelines specific to the landscape industry and includes all required state and federal policies.



[clca.org/store](http://clca.org/store)

## Building Teams That Produce Consistent Profits

From an article by Vicki Suiter, Suiter Business Builders

**H**ave you ever lost money on a project and thought it was primarily caused by your team's lack of performance? Do you ever feel like it's hard to get your team to produce consistent results?

You know that when you're building a house, you start with a solid foundation. You can't build the first floor without a solid concrete slab in place. And yet, many business owners get tripped up in the pitfalls that come from not having a solid foundation in place with their teams.

I've seen the same scenario with business after business. The owner started as a company of one. They were in control. As they grow, they hire people, but they stay in the mindset of wanting to always be in control, which leads to them treating their people like helpers.

Then one day, the owner looks around and his whole day is spent managing headaches. It takes staff longer to get tasks done than it would have taken the owner. Costs quickly get out of control. Managing staff is not his background, and not how he wants to spend his time.

Sound familiar? It doesn't have to be that way. Below are a few tips to help your company become the kind of company people are begging to work for, even in today's competitive job market. And they will give you ideas for building teams that produce consistent profits on projects and let you get out of the role of micro-manger:

**Have clearly defined results for every position in your company.** Think of it this way... You would never start a project without a signed contract, right? It would make it much harder to resolve issues that come up. And yet, that's what happens with employees at most companies. They have a job title (which can mean different things from company to company) and a job description which is often just a list of tasks and nothing that defines clear accountability.

You have to start by coming to an agreement on what it takes to succeed in the job. Having well written **position agreements** is one part of the solid foundation that you're building within your business.

Instead of tasks like "meeting with clients," if you define results specifically in position agreements, as in "review project schedule with the clients every week," team members can self-manage in ways that have them take more ownership for key results that are critical to the success of that job, not just the task. Here is an outline for writing position agreements that can help you out.

**Put systems and processes in place to manage for results.** Once you have position agreements with results rather than tasks in place, create an ironclad process where you sit down with team members to make sure they are producing the results they are responsible for.



**VICKI SUITER**  
Suiter Business Builders

As an example, you meet with project managers weekly to look at cost to complete, project schedules, and 2-week look aheads. These are all tools that have them thinking ahead on their projects and planning. This is going to make them more proactive and effective at controlling costs which is going to translate to increased profits.

In my book, *The Profit Bleed*, I share a number of systems and processes that will help increase project profitability.

In summary, the key to building teams that produce consistent profits, is setting up staff to take ownership for results, not tasks. And in the process, implementing systems and processes that support their ability to do that. Staff members then shift to being more like partners rather than helpers, and your business runs more smoothly.

These systems and processes make hiring great employees easier too. In a time when it's hard to find good people, you can have people lining up to work for your company if you create a culture where great people want to work. A-players want a workplace where they:

- Get consistent feedback
- Take pride in their work
- Know what to expect from management

In the construction and remodeling industry – in the landscaping industry as well – people talk. It doesn't take long for word to get around that you've built a company that not only provides competitive pay and benefits, but also encourages ownership. That's attractive to A-players!

If you want to make a consistent profit, spend less time in your business, and get back to loving what you do, the primary place to focus is building a great team made up of people who own their work. That starts with having systems and processes that hold staff accountable for producing consistent results.

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## California Landscape Contractors Association Honors Distinguished Members

CLCA's recent successes in water management, legislation and member benefit programs are not the product of a liberal application of pixie dust, but the result of dedication and commitment by a special cadre of green industry professionals. Each year, the California Landscape Contractors Association honors those who have made an exceptional impact on the association and the green industry.

The association presented Allegiance Awards, its most prestigious honor, to Frank Niccoli and Tom Noonan. Eric Santos and Bronwyn Miller were named Members of the Year,

The 2020 awards were presented during the association's annual Leadership Conference, held online on January 13, 2021.

### ALLEGIANCE AWARDS

The Allegiance Award is the most prestigious honor presented by the California Landscape Contractors Association. Our 2020 Allegiance Award winners are Frank Niccoli and Tom Noonan.

See <https://www.clca.org/about/distinguished-members-2021/allegiance-award-winners/>

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“By his peers, Frank Niccoli is recognized as a long-time supporter of the industry, diligent and focused on the future of the CLCA’s best interest,” CLCA President Paul Hansen said while presenting the award.

President Hansen noted that Noonan is “always praised for his activism for CLCA’s efforts in water use efficiency.” Quoting a member who nominated Noonan for the award, President Hansen said that Noonan’s “tenure in the volunteer leadership has given voice to representing CLCA in the best possible light and professionalism.”

### MEMBERS OF THE YEAR

The California Landscape Contractors Association presents Member of the Year awards to the individuals deemed instrumental to a significant project or accomplishment during the current year. The 2020 winners are Eric Santos, CLT (contractor member) and Bronwyn Miller (associate member).

While presenting the award, President Hansen praised Santos for his tremendous leadership on both the state and chapter level. Quoting those who nominated Santos for the recognition, President Hansen said that fellow members have recognized him as “extremely detailed and engaged. He has reinvigorated his leadership position and made a positive improvement for the association.”

President Hansen praised Miller for her dedication to CLCA’s Trophy Awards and Events Committee. Quoting those who nominated her for the recognition, President Hansen said that fellow members have recognized Bronwyn as “dedicated, always extending a hand to help and producing fantastic content.”

See <https://www.clca.org/about/distinguished-members-2021/regular-members-of-the-year/>

and

<https://www.clca.org/about/distinguished-members-2021/associate-members-of-the-year/>



**FRANK NICCOLI**  
2020 Allegiance Award recipient



**TOM NOONAN**  
2020 Allegiance Award recipient



**ERIC SANTOS**  
CLT  
2020 Member of the Year Award recipient



**BRONWYN MILLER**  
2020 Member of the Year Award recipient

## CLCA 2021 State Board Members Installed

**P**aul Hansen of Southwest Landscape, Inc. has been sworn in as 2021 CLCA State President. Joining Hansen on the association's 2021 Board of Directors are:

- President-Elect Megan Rios, Rios Design Studio, LLC
- Immediate Past President Regan Barry, Coastal Evergreen Co., Inc.
- Secretary-Treasurer Alex Salazar, Groundcare Landscape Company (joined board in 2021)
- Director of Education Lindsay Ono, Bakersfield College
- Director of Events Elizabeth Burns, Zone 24 Landscaping, Inc.
- Director of Membership Eric Santos, CLT, BrightView Landscape Services
- Director of Resource Management Tom Sweeney, CWM, Landscape Care Company (joined board in 2021)
- Associate Member Director Chris McNairy, Hunter Industries/FX Luminaire
- Chapter Presidents Council Co-Director Evan Moffitt, SiteOne Landscape Supply
- Chapter Presidents Council Co-Director Edward L. Wallace, Midwest Landscaping (joined board in 2021)
- CLCA Executive Director Sandra Giarde, CAE

Hansen and the board were sworn into office during the association's annual Leadership Conference, which was held online January 13, 2021.

Hansen is the Director of Client Services at SouthWest Landscape, Inc. of Orange County. The firm specializes in commercial property management, focusing on shopping malls, multi-family complexes, corporate facilities, business parks and hotels. He holds ISA Certified Arborist and Tree Risk Assessor licenses and QWEL certifications.

Hansen's tenure as an active CLCA member started in the Orange County chapter in 2012. He served as the chapter's Programs Committee Chair for one year and as the chapter President for two years. In 2017 and 2018, he co-chaired CLCA's Chapter Presidents Council. In 2019, he served as the association's Director of Resource Management. In 2020, he was CLCA's President-Elect.

After he was sworn in as president, Hansen promised Leadership Conference attendees that he would serve with integrity and passion. "I want to carry forth the vision and mission of the CLCA in unity with the grassroots efforts being done with each of our local chapters," he said.

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**MARK MATTESON**  
*Sparking Success*

## Blessings...That's Right, *Blessings* from COVID

*From an article by Mark Matteson, Sparking Success*

Where is my focus? Is it on all the things I have missed these last ten months or is it on what I have gained? What follows is my list of *blessings* that have come from the last 10 months of isolation:

1. Reconnecting with old friends and new ones is good for the soul.
2. Learning Zoom and Microsoft Teams keeps us connected and effective.
3. Shifting Gears and learning new ways to deliver content is invigorating (I'm doing Zoom Webinars daily!)
4. Saving money by cooking at home is a joy! (Like Bill Gates, I do the dishes!)
5. I can still work out – Learning that walking, doing Yoga, pushups and sit-ups are FREE!
6. I've read more than ever – Reading a good book will feed our mind, soul and inspire us to action.
7. There are hundreds of great movies available on Netflix and Amazon.
8. Spending massive amounts of time with family is a call back to the 1950s!

9. FaceTime and Skype can bridge the gap and keep us connected to family.
10. Only the flexible and innovative will survive. It's Natural Selection.
11. Podcasts are such a fun way to learn (Be sure to subscribe to mine [www.sparkingsuccess.net/podcast](http://www.sparkingsuccess.net/podcast))
12. Communities are coming together to solve problems and offer hope and opportunities to serve others. (Check out [StoneSoupGroup.net](http://StoneSoupGroup.net))

When I change the way I look at things – the things I look at change. To change your mindset, ask the following questions:

1. What CAN I change and do?
2. What is out of my control?
3. What are the blessings that have come from COVID?
4. What am I looking forward to this year?
5. What is truly important to me?

“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

– William Pollard

“Every once in a while, a new technology, an old problem, and a big idea turn into an innovation.” – Dean Kamen

Author and speaker Mark Matteson gives over 75 presentations each year and can spark your group's success. To watch Mark's demo video, go to [www.sparkingsuccess.net](http://www.sparkingsuccess.net), or reach him at 206.697.0454.

**~KURAPIA~**

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## Watch Out! Polyphagous Shot Hole Borer

The Polyphagous Shot Hole Borer (PSHB), *Euwallacea* sp., is an invasive beetle that carries two fungi: *Fusarium euwallaceae* and *Graphium* sp. The adult female tunnels galleries into a wide variety of host trees, where it lays its eggs and grows the fungi. The fungi cause a disease called Fusarium Dieback (FD), which interrupts the transport of water and nutrients in over 110 tree species. Once the beetle/fungal complex has killed the host tree, pregnant females fly in search of a new host.

Common trees the beetles tend to attack first, are California sycamore, Coral tree, Avocado, London plane, Coast Live Oaks, White Alder, Carolina Cherry, Box Elder and Liquidambar. They have over 140 known tree species they can use as a host tree.

The insect originates from Asia and was first discovered in Southern California in 2003. The population has now exploded and poses a great danger to your tree population. If left uncontrolled it may pose a threat to the majority of the trees on your properties.

Wood-boring beetles are difficult to identify since they usually don't show symptoms until a great deal of damage has been done to their vascular tissue. It is important that a treatment to control the beetle and the effects of the disease is done quickly because the trees will decline rapidly.

### External Symptoms

Attack symptoms, a host tree's visible response to stress, vary among host species. Staining, sugary exudate, gumming, and/



or frass may be noticeable before the tiny beetles are (females are typically 1.8-2.5 mm long). Beneath or near these

symptoms, you may also see the beetle's entry/exit holes, which are ~0.85 mm in diameter. The abdomen of the female beetle can sometimes be seen sticking out of the hole.

### Internal Symptoms

*Fusarium euwallaceae* causes brown to black discoloration in infected wood. Scraping away bark over the entry/ exit hole reveals dark staining around the gallery, and cross sections of cut branches show the extent of infection. Advanced infections eventually lead to branch dieback which may lead to quick death.

Not allowing the pest to develop a foothold on your properties is the best method of control. Keep your trees healthy, remove dead trees immediately, and take quick action once the pest has been identified in your community.

*Luis Casas*  
 Certified Arborist # WE9157  
 Certified Tree Care Professional #1109  
 ISA Tree Risk Assessment Qualified



**LUIS CASAS**  
 SFV Past President  
 Legacy Tree Care

## Three Truths for Water Management *By Richard Restuccia, Jain Irrigation*

Weather information beyond temperature and simple devices like rain sensors are critical for precise irrigation management. Plant scientists teach us to balance the amount of water depleting from the landscape due to weather, the amount of water applied via irrigation, and free water from the heavens (rainfall!). Keeping the balance is key to minimizing water use and ensuring your plant and landscape assets are healthy and happy.

Once you know the inches of water a plant needs to be healthy, the inches of water depleting from the landscape, and the inches of water applied by irrigation and rainfall, you can dial in precise watering control. You can't do this without weather data gathered, analyzed, and distributed automatically.

**Keeping the balance is key to minimizing water use and ensuring your plant and landscape assets are healthy and happy.**

### Truth 1 – Different plants use water at different rates.

Knowing how much water your plant needs is key to proper water management. There are many places to learn the water requirement of plants. Knowing the plant's water requirement and the evapotranspiration for the day is the first step of precision water management.

The easiest way to understand evapotranspiration is to think the opposite of rain. ET is the amount of water that evaporates from the soil and plant surface plus transpiration through the plant. Temperature, solar radiation, humidity, and wind velocity all affect ET daily. Knowing when plants need water and knowing when they are full is the first step to a healthy, thriving landscape. ET is almost always discussed in terms of a reference crop, alfalfa, or grass. When reported, today's ET

*Continued on page 11*



## Face to Face

**A**s we approach and pass annual benchmark dates with the Covid Pandemic, it is nice to now be able to contemplate the future and what it will bring in the next year. An insightful look at what we've lost is a fortuitous approach to see where, and what might be important going forward.

**PETE DUFAU**  
*Dufau Landscape  
 Channel Islands  
 Board Chairman  
 Vice President  
 Legislation*

Humans have developed over the millennia to advance by working together to combine our toils for individual and community advancement and prosperity. That path has not been, nor is it

still, congruent or peaceful. We developed the ability to choose who we interacted with, who we trusted, who we did business with, and who we mated with! Those decisions, through our evolution, were always based on human interaction. At the most basic level it was friend or foe. Will this person kill me, or work with me to survive? Will they help me eat, find shelter, protect my family and food? Social interaction was life or death.

One of the cultural techniques that developed out of the judgment of someone new was the handshake. It originally was an arm grab, where each participant grabbed the forearm of the other. To check for a weapon! Also, it committed your dominant hand, preventing

you from reaching for a weapon at close quarters. The drink toast was originally a means to exchange and mix your beverages by splashing them together...so you would make sure one was not poisoned! It's all is part of the human psyche of judging someone you don't know.

Social distancing has eliminated our ability to engage our minds in this basic precept of determining friend or foe on a regular basis. Zoom meetings limit us to distanced and questionable qualities of sight and sound; phone calls and emails limit us to just one of our senses at a time. So, we all have become LESS human in our isolation. Even if you have family or a closed group of roommates or co-workers, you are not engaging "new" people. This loss of wanderlust and engagement will undoubtedly be counteracted by the type of activities we will undertake as we slowly exit this pandemic isolation and devolvement as humans.

It will be good for our souls to look onto a stranger's face without a mask, to shake a hand, to share a discussion where body language is part of the equation. The primary objective of the Channel Islands Chapter surmised at our last

board meeting, was to create that opportunity as soon as possible – for our Chapter members and peers in the Green Industry to gather in some way.

The new CI President, Kyle Hillendahl, of SPJ Lighting in Westlake, benchmarked the goal among his new board to prioritize bringing us all together again, at the first opportunity! Before Covid-19, it was becoming a challenge to bring together our peers at events like trade shows, conventions, even dinners. I think we can all agree it will be great to see old and new faces again! Our association has the mostly exclusive ability to provide the opportunity in events where we, the Green Industry, can collectively share in the beauty and uniqueness of our trade and people.

Thanks to Randy Baldwin, of San Marcos Nursery in Santa Barbara, we are planning to do a nursery tour, with food and drink. Not only is San Marcos a great location, but Randy is a leader in propagating some of the best new and high performing plant material on the west coast. His interesting and educational talks and horticultural presentations are of great value to even the most seasoned landscape professional. We are targeting a June afternoon date and we will still need to limit attendance as this is one of the most popular events of the Channel Island Chapter.

So, once the details are published, get your RSVP in ASAP so we can see your smiling face, break some bread, and join in a friendly Toast to a Summer of Togetherness! San Fernando Chapter members are invited.

– Pete Dufau, CLT, CWM; Past President C.I. Chapter, Chairman Birch Financial, Chairman Landscape Water Conservation Foundation, President Ventura County Lincoln Club

**It will be good for our souls to look onto a stranger's face without a mask, to shake a hand, to share a discussion where body language is part of the equation.**

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## Drought is Inevitable *By Francisco Salazar, from Groundcare Landscape Newsletter*

As we enter this second month of winter, it is becoming more evident that this season will be warmer and drier than past years. Because of this, another drought isn't out of the question. In fact, recent studies indicate that there is a 90% chance that California will likely enter a drought again this year.

According to Lowell Scott – professor of Earth Sciences at the USC Dornsife College of Letters, Arts and Sciences – this year's La Niña is “likely to affect the Sierra Nevada snowpack and the timing of the spring runoff.”

Between warmer weather conditions and the recent wildfires around California, we should all be ready to make changes in our landscapes. Restrictions regarding water consumption are likely to return in the future too. With that in mind, let's start preparing our landscapes now and managing our gardens' sustainability.

### Preparing for the Impending Drought

- When planting or replacing plants, choose drought-tolerant varieties that will require less water.
- If possible, cut back on installing lawn areas or grasses that require constant watering.

- If you have lawn, keep your mower blade settings high. Allowing the grass to grow to 2-2 ½” will help keep the ground moisture in your lawn.
- Fertilize at the appropriate times and don't forget to test your soil's pH levels.
- Cover planters in a thick layer of mulch to retain moisture and add nutrients.
- If you have the space, consider water retention solutions like swales, ponds, or rain gardens.
- Tune-up your irrigation system, consider low-flow emitters, and install a smart controller.

Before your garden begins to dry up or you are forced to overspend on your water bill, invest in your landscape for the long run. With current warmer and drier conditions, it is only a matter of time before Southern California declares a drought again.



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

## Three Truths for Water Magement, *from page 9*

was .2, or this week's ET was 1 inch consider this is for alfalfa ET or grass ET. The plants in our landscapes may need more or less water depending on several factors, one important factor being the plant species.

Reference ET is a measurement of water use for a specific grass or crop. The plants in your landscape mostly have different water requirements than alfalfa or grass. This is where the plant species factor becomes essential. Knowing your plant species factor allows watering for a specific plant. By multiplying the reference ET by the plant factor, we determine the specific plant's water requirement.

### Truth 2 – If you use a standard sprinkler timer, most likely, you are overwatering.

Intuitively when we see a plant not doing well, we give the plant more water. Often this is the incorrect thing to do. When we don't know how much water is in the soil, we overwater because we don't want the plant to run dry. If it runs dry, we kill it immediately. If we overwater, we probably kill it slowly over time. If you drive a car without a gas gauge, you will most likely fill up the tank too often because you know if you run out of gas, you have a real problem.

ETwater smart controllers using Jain Unity software set up an irrigation schedule for you. Using many factors, including how much water your plants use, soil type, wind, solar radiation, temperature, shade, slopes, and cloud cover, to name a few. Once the schedule is scientifically established, it is adjusted daily based on ET's

hourly calculation specific to the controller site. No wild guesses, pure science.

### Truth 3 – Rainfall is money.

To maximize savings, evaluate rainfall two ways. First, actual rain is based on how much of the rain is useable. If the average rainfall is 10 inches a year and it rains 9 inches in one day, most of the water is not used by plants. It runs off the landscape or pushes past roots in the soil. It's good to get rain, but often only a fraction of the rain is usable. Jain Unity software measures effective rainfall and enters the amount into your water calculation and schedule. Also, Jain Unity uses predictive analytics to adjust your watering schedule based on future weather and rain. Why water a half-inch today if you are going to receive a quarter-inch of rain tomorrow. Unity will reduce the water today, evaluate tomorrow how much rain was usable and schedule the next irrigation accordingly. Using a standard sprinkler configuration costs around \$10K a year in Northern California to water an acre of turf. In Southern California, the number is around \$17K a year. Using a controller that calculates rainfall and future ET is a huge money saver.

The three truths are not magic. Plants need different amounts of water, and the amounts are known. We measure ET to know how much water the plant needs to replace. Finally, use rain to supplement your irrigation and save money. This is most efficiently done using a smart controller. Considering the water cost today and many water agencies are offering rebates for smart controllers, the time to make the switch is now.

## SAVE THE DATE

### Pesticide Educational Course via Zoom

**April 22, 2021 ■ 3:00–5:00 p.m.**

More details and Zoom link to come

Cost: \$20 for CLCA Members  
\$40 for Non-Members



Join the CLCA Channel Islands Chapter from your computer in this online course to accumulate approved continuing education hours from DPR.

This 2-hour course will cover pre-emergents.

**All Chapters are invited to participate!**

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## New Hunter PGP-06 Rotor Available

Tall grass can block or deflect a rotor's nozzle stream, which leads to dry, under-watered patches and muddy, overwatered areas.

The new PGP-06 from Hunter Industries solves this problem with a taller pop-up height. At 6 inches, it can clear tall turf and deliver water efficiently without interference.

Featuring a 3/4-inch inlet and a wide array of easy-to-install, high-efficiency nozzles, it's a great system upgrade option with numerous benefits:

- Patented automatic arc return feature returns the turret back to the original arc pattern if vandalized. The adjustable arc spans from 50° to 360°.
- Non-strippable drive mechanism is protected from damage if turned in the opposite direction of travel.
- Part- and full-circle rotation in one model offers flexibility across landscapes and reduced inventory.
- Headed and slotted setscrew enables all-radius adjustment with a Hunter wrench or flat-blade screwdriver, making it easy to fine-tune the spray.
- QuickCheck mechanism enables rapid arc adjustment.

The 6-inch pop-up model rounds out the line of PGP Ultra rotors, which also includes the most popular 4-inch model, along with the 12-inch pop-up and shrub models.



## Company Culture / Measurable Results

From an article by Jim Paluch, JP Horizons

**F**ocusing only on the measurables (margins, hours, sales, profits etc.) does not ensure improved or sustainable results. – I have observed managers that constantly emphasize beating budgeted hours or maintaining budgeted margins, and yet they consistently fall short in achieving these goals. With this shortfall, frustration sets in and then spreads throughout the team, causing a continued downward spiral away from the results they are trying so hard to achieve.

**Being aware of the measurables will create a sense of urgency to improve.** The most important decision we will make as leaders is how we choose to make improvements in the performance of our team. Let's consider some negative things that we do not measure that can also define a company's culture. When blame, anger, isolation, and threats become part of the strategy, the short-term gains will ultimately produce long-term setbacks. Stop for a moment and consider where and how you are trying to improve on the measurable results you are responsible for.

**When leaders understand that improving a culture is a never-ending process, they are helping themselves to become better leaders.** Will we create it by intention or by chance? It is always an interesting journey when an owner or CEO proclaims, "We must improve our culture" and passes the duty along to the manager of another department who with good intentions accepts the challenge. With the demands of their current position constantly tugging at them, this important front-burner initiative soon works its way to the back. Then through the constant questioning of the CEO, it becomes a fast microwave project resulting in a company picnic, which is poorly attended. Improving the culture begins with the leadership team focusing on themselves and the way they engage with the people they are leading. It becomes a shift in the leaders creating a noticeable improvement in themselves, and their team will ultimately respond.

There is another unmeasurable to consider as you focus on company culture, and it is critical: **patience**. Building a strong, desired culture is a process that takes time, and you will need to be prepared to practice patience if you want long-lasting results. I have found that a company that desires to improve its culture has identified the company's story and is constantly telling it to

the team. They also understand the importance of providing the venues for the team to engage and align with this story through finding a common sense of history and a common sense of purpose!



**JIM PALUCH**  
JP Horizons

**The better the leader, the better the measurable results. – Whether you are leading a company of 1,000 people or a crew of two, the same principles of leadership apply.** And as leaders, we must first hold up the mirror and look at ourselves to see a shift that enables us to interact more effectively with the people we are leading.

The best leaders are found in the best cultures! That statement is so true that it almost seems redundant to mention it, yet we can allow it to be a starting point for all of us to continue to improve as leaders. Become curious, ask questions, dig deeper and you will find solutions. If our goal is to THRIVE by continually improving on the measurable results we desire to achieve, then we must be curious enough to find the solutions that improve on the unmeasurable aspects of business! The instant leaders commit to this is the instant they move toward nurturing a great culture.

– Jim Paluch

"To be an enduring, great company, you have to build a mechanism for preventing or solving problems that will long outlast any one individual leader." – Howard Schultz

"If you are lucky enough to be someone's employer, then you have a moral obligation to make sure people do look forward to coming to work in the morning." – John Mackey

"If you do not develop your corporate culture, it will develop itself. Corporate culture doesn't happen by accident and if it does, you're taking a risk." – Monique Winston

*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) 352-821; Fax: (440) 352-8225; jim@jphorizons.com; www.jphorizons.com.*



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## Creativity Within

All of us, including allied trades, can recognize that we all...yes, every one of us...are co-creators with our Creator. We need to be consciously aware of this special oneness. Only you can be the unique designer, installer, or maintenance professional that you are, but know that our creative genius is shared and comes from within.

As a new pathway is revealed in our role as a dynamic "co-creator," we gain a positive expectation in all that we do. Why is it that we all know what to say when we need to speak and what to do when we need to do it. It is because the Infinite Guidance is always with you, waiting and anticipating your promptings to turn them into action. NOW is the time.

God is always ready to inspire us to our individual greatness as we express His divine nature operating in us. This belongs to each one of us, consciously and/or unconsciously. In every aspect our lives we are meant to be prosperous, happy, loving, healthy, and creative. Knowing that we can rise above any pandemic type of happening to live a loving lifestyle so long as we know love does...absolutely.

**Only you can be the unique designer, installer, or maintenance professional that you are, but know that our creative genius is shared and comes from within.**

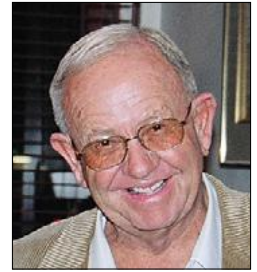
Know that our self-worth can be unlimited if it is based on an awareness of the indwelling of the omnipresent,

omniscient, omnipotent Creator within. But it is up to us to challenge or accept the role we all are put into. The world can see into

us, our dreams and beliefs, how we love and what is exactly in us. It's what we do with our God-given talents and how we treat people that matters. It is also an important reflection as to where we are today as a species. – Dave

"People exist for the sake of one another. Teach them or bear with them." – Marcus Aurelius Antoninus, Meditations VII:59

"God enters by a private door into each individual." – Ralph Waldo Emerson



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