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## THE NEXT EVENT

Join us for

# Happy

# HOUR

## MIX & MINGLE

March 5, 5:00–7:00 p.m.

• 94<sup>th</sup> Aero Squadron,  
Van Nuys

## SAVE THE DATE

# “Heal the Bay” Family Event

## Saturday, April 18

- Santa Monica Beach
- Story on Page 3

CLCA Leadership  
Conference  
photo coverage  
on Pages 8 & 9

*‘OFF WE GO INTO THE WILD BLUE YONDER’ – There is no truth to the rumor that Nelson Colvin flew this plane in “The Big War.” Actually, it is one of several pieces of historic military equipment on the grounds of 94th Aero Squadron in Van Nuys, the site of the Chapter’s Happy Hour Mix & Mingle on March 5. This photo was taken in 2015 when the SFV Chapter held its Installation Dinner there.*

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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*

- Mar. 5 Happy Hour Mix & Mingle Networking and Membership Night 5-7 p.m. at 94th Aero Squadron Restaurant in Van Nuys. An SFV Board Meeting at 4 p.m. will precede the Mixer.
- Mar. 10 Channel Islands Chapter Membership Mixer and Education Event: "Credit Card Strategies for Small Business," 5:30 p.m. at Ventura Coast Brewing Company, 76 S. Oak Street, Ventura. SFV members invited to attend.
- Apr. 18 Heal the Bay Family Event, 10 a.m. to Noon. Groups will meet at 301 Santa Monica Pier near lifeguard tower 1550, Santa Monica, CA 90401.
- Apr. 30-May 1 Beautification Awards Judging
- May 30 Beautification Awards Banquet, details TBA
- Sept. 18 Channel Islands Chapter and friends Annual Fishing Trip, Channel Islands Sportsfishing, Oxnard, details TBA
- Nov. CLCA Convention, Hawaii, details TBA

Board Meetings are usually held the 1st or 2nd Thursday, 7:30 a.m. or 6:30 p.m., locations, days and times vary. Check with a Board Member first. Dinner Meetings are 4th Thursday of the month at 6:30 p.m., unless otherwise noted.

**SFV Heal the Bay Event  
Set for April 18**

• **Starts at Santa Monica Pier at 10 a.m.**

The San Fernando Valley Chapter is among several organizations and community groups that will take part in a Heal the Bay cleanup day on Saturday, April 18 from 10 a.m. to 12 Noon. Groups will meet at 301 Santa Monica Pier near lifeguard tower 1550, Santa Monica, CA 90401.

Please come early and meet with our CLCA group to register. You will be primarily walking on sand along the beach, so dress appropriately. Snacks and water will be provided.

Heal the Bay is a nonprofit organization dedicated to making the coastal waters and watersheds of greater Los Angeles safe, healthy and clean. They suggest, "Help us make Nothin' But Sand" a zero-waste event by bringing your own buckets and a reusable water bottle. Supplies for cleanup, gloves and other tools will also be provided by the Chapter.

Be prepared to be outside for 2-3 hours. Beach weather can be unpredictable, so it is recommended that participants dress in layers.

Please RSVP to Jan Veis at (818) 772-7233 in order to have enough supplies. We'll see you at the beach!



**LUIS CASAS**  
SFV President  
Legacy Tree Care

## Task Completion

The Green Industry heavily relies on your ability to work effectively with others to complete tasks. Contributions from everyone in an organization need to come to a consensus to achieve the objective. Whether you work with two people or two thousand, there is an agreement that we must communicate and act together to accomplish the task before us.

Maintaining relationships with our employees, customers, and peers is critical to successful growth of our companies. We need to respect each other so we can freely give and receive feedback for our work, listening and acknowledging feelings, concerns, opinions, and ideas. By taking in all the information first we can

define problems and work to solve them in mutually beneficial ways.

We are all human, we make mistakes and sometimes can't agree fully on a solution. What makes a company great is not that everyone agrees on every decision, but that each supports the group's decision once it is made – sharing credit for good ideas and taking ownership of failures.

When there are strong relationships, problems can be identified and corrected in a timely manner so as not to delay the completion of the task. The development and adherence to proper procedures and being open to suggestions are also key to on time and on budget task completion.

We'll see you at the 94th Aero Squadron on March 5 for our Happy Hour Mix & Mingle Chapter Mixer. – Luis

## SFV Happy Hour Mix & Mingle Set for March 5

- 94th Aero Squadron in Van Nuys to Host Event
- Sponsorships Available for this Networking & Membership Night

The San Fernando Valley Chapter invites you to attend a Happy Hour Mix & Mingle Networking and Membership Night on March 5 from 5-7 p.m. at 94th Aero Squadron in Van Nuys. The Chapter's first networking mixer of 2020 is open to all CLCA members, guests and potential members.

Our previous Happy Hour Mix & Mingle events have been spectacular, so you don't want to miss this one. Put it into your calendar now. Meet the movers and shakers of the Green Industry in an informal and unique setting...where you can learn about the latest industry news, talk personally with supplier reps, learn winning ways from regional landscape achievers, find out what's happening this year in the SFV Chapter and at State...and more.



### Sponsorships Available


Suppliers, Sponsorships are available and would be a great way to show your support for our Contractor Members and the SFV Chapter. Our contractors look forward to these events. It's a more casual atmosphere giving everyone time to form stronger relationships. To become a Sponsor of this unique event contact SFV VP Membership Jennifer Nelson at (661) 644-9619.

All CLCA members and friends are welcome to attend. Cost is \$20 per person and includes two drinks and appetizers. Potential members are FREE. Remember to bring your business cards to enter our bountiful raffle.

Members are also welcome to attend our Chapter Board Meeting at the same facility that takes place at 4 p.m., with the Mixer immediately following at 5 p.m. Bring your landscaper friends and potential members to the Mixer. They will thank you.



94th Aero Squadron is located at 16320 Raymer Street, Van Nuys, CA 91406; (818) 994-7437. Call SFV Executive Secretary Jan Veis at (818) 772-7233, or visit [sfvlca@gmail.com](mailto:sfvlca@gmail.com) to RSVP or for more details.



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# HAPPY HOUR



## MIX & MINGLE

Thursday, March 5, 2020 • 5-7 p.m.



**94th Aero Squadron**  
16320 Raymer St.  
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Win Great Raffle Prizes!

The San Fernando Valley Chapter's first networking mixer of 2020 is open to all CLCA members, guests and potential members. Meet the movers and shakers of the Green Industry in an informal setting...where you can learn about the latest industry news, talk personally with supplier reps, learn winning ways from regional landscape achievers, find out what's happening this year in the SFV Chapter and at State...*and more.*

**\$20 to attend** includes 2 drinks & appetizers.  
**FREE** to potential new CLCA members!

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For more information or to RSVP call Jan Veis at (818) 772-7233 or email her at [sfvcclca@gmail.com](mailto:sfvcclca@gmail.com)



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## Henric Andersson Appointed President and CEO of Husqvarna Group

The board of directors of Husqvarna AB appointed Henric Andersson to succeed Kai Wörn as the President and CEO of the Husqvarna Group effective as of April 2, 2020, following the closing of the 2020 AGM. Kai Wörn will retire from his role as CEO and board member as of such date but will continue as a senior advisor to the board during 2020.

“I am delighted that the new president and CEO of Husqvarna Group, Henric Andersson, has been developed within the group, where he has worked for the last 22 years. Henric is a strong and well-appreciated leader with a very good business and technology focus. He has a very broad experience within the group having worked in various roles in Commercial Lawn and Garden, the Construction Division and for Group Technology before taking up the role as president of the Construction Division in 2015,” said Tom Johnstone, Chairman of Husqvarna AB. “We are entering the next phase of the development for the group building on the foundation developed over the last few years. The group’s new strategy was presented recently at the Capital Markets Day, and Henric, as a member of group management, played a key role in the development of that strategy.”



**HENRIC  
ANDERSSON**  
CEO  
*Husqvarna Group*

Andersson is currently president of the Construction Division of Husqvarna, and has been a member of group management since 2012. He was born in 1973 and has a Master of Science degree in Industrial Engineering and Management from Linköping Institute of Technology.

“On behalf of the board, I want to sincerely thank Kai for his leadership of Husqvarna Group since 2013 and for the very good job he has done. The results of this work over this period can be clearly seen both in the financial performance and the total shareholder return,” said Johnstone.

“I am proud over what we have achieved during these years in respect of strengthening our competitiveness, especially in areas such as robotics, the petrol-to battery transition and technology including connected solutions such as Smart Garden. We have also made important transformative changes in the organization to increase focus on our end-customers and core brands, achieved through the Divisional structure,” says Kai Wörn, President and CEO of Husqvarna Group.

## Your Customers Demand Water Conservation *By Richard Restuccia, Jain Irrigation*

Today’s customers want services that reflect their values. Customers vote with their dollars, and they are spending more on sustainable goods and services. This Harvard Business Review article shows 50% of the growth of the consumer-packaged goods from 2013 – 2018 came from sustainability-marketed products. Gone are the days when people would be sustainable if it saved them money. They are spending more to be sustainable, and that is especially important for landscape contractors who manage water but are not responsible for paying the water bill.

### Cost of Water is a Factor

Today a family of four living in San Diego, California, using 150 gallons of water per person per day, is spending around \$200 a month for that water. The same is true in Los Angeles and San Francisco. In Santa Fe, New Mexico customers are spending almost \$300 and in places like Las Vegas, Nevada, and Phoenix, Arizona, around \$70. Overall, across the United States, rates are up 30% in the past seven years. Water costs are rising in many areas of the country faster than any other utility, and there is no end in sight to the increases. The cost of water has reached the point where consumers are paying attention and want to know how to reduce this bill.

More importantly, cities like Salt Lake City, Utah, where a family of four using 150 gallons of water per person per day is spending around \$40 per month, the interest in water conservation is high. Last week at the Utah Green conference in Sandy, Utah,

the classes on water management and conservation were standing room only. Hundreds of contractors were learning about how they can save their customers water. This was because their customers understand the importance of water conservation. Their customers want conservation.

### Water Management Differentiates Your Company from the Competition

Landscape maintenance is a highly competitive business. Often the most significant factor in winning a bid is the price. This can be frustrating to contractors who take time to hire, educate, and train qualified employees. Who don’t cut corners when it comes to safety and has proper insurance. Water management is an excellent way to differentiate yourself from your competition. Water management is an opportunity to present and demonstrate the higher overall quality of your team.

Water management and irrigation repairs often come at higher margins than monthly maintenance services. It’s an opportunity to attract customers to your business with competitive maintenance pricing and then win them over with your water management skills. The combination is devastating to your competition.

The cost of water is increasing, and so is the demand for water conservation. This is a perfect situation for contractors to improve their water management offering and, as a result, increase sales and margins.

# Leadership Conference Draws CLCA VIPs to Sacramento



**MOCK BOARD MEETING** showing proper procedures for taking minutes and other meeting tips was put on by Mickey Mouse-hatted HQ staff at the recent Leadership Conference. Shown are Micbeyl Barnett, John Sassaman, Allison LoDolce, Maria Abero, Susie Carlson and David Silva. Executive Director Sandra Giarde (right) leads the group.



**KEYNOTE SPEAKER** Peter Houstle offered two days of very helpful organizational do's and don'ts at the informative CLCA Leadership Conference held January 28-29 in Sacramento.



**CI PRESIDENT-ELECT** Kyle Hillendahl and State Ways & Means Chair Gordon Larson were among the many chapter and State Officers from throughout California who attended the conference.



**REGULAR MEMBER OF THE YEAR** honors went to Eric Watanabe, presented by State President Regan Barry. Associate Member of the Year is Lindsay Ono who was unable to attend the conference.



**YOSEMITE CHAPTER VIPS** attending the Leadership Conference are YC Secretary / Communications Savannah Treloar and YC Vice President Membership Gina Valadez.



**CLCA INSURANCE SOLUTIONS** reps Gina Stanley and Pam Kinne learn useful organizational management tips to take back to their chapters.



**ALLEGIANCE AWARD** honors went to communications wiz Jerrie Beard. Presenting at the Leadership Conference Awards Luncheon is State President Regan Barry.



**CI CHAPTER VP MEMBERSHIP** Evan Moffitt of SiteOne Supply and multi-chapter member and media guru Bronwyn Miller of Eyescapes are multi-talented and are multi-chapter helpers whenever and wherever needed.



**PAST SFV and Past State President** Eric Watanabe and HQ's Maria Abero enjoy a Kodak moment.



**BREAK-OUT SESSIONS** abounded and offered lots of information for members old and new. Shown are Kyle Hillendahl, Evan Moffitt and Eric Watanabe, who have discovered there's always something new to learn.



**ORANGE COUNTY CHAPTER** President Ed Wallace (right) introduces new member Dennis Vo to State activities. Mingling with the OC pair is Leeanna Schoeder of the East Bay Chapter.



## Learning to be More Effective in Our Chapters



**TOASTING TO SUCCESS** – Immediate Past President Elizabeth Burns and President Regan Barry toast one another for Beth’s successful 2019 and Regan’s sure to be successful 2020 presidential year.



**MEMBERSHIP BREAK-OUT** was led by State Director of Membership Eric Santos and OC’s Sal Hernandez. Break-Out sessions help members become more efficient, more effective, and more productive.



**LEGISLATION DIRECTOR** Megan Rios gives a big welcome hug to Damion Rosby, Jr. at the Leadership Conference dinner. Damion sells Isuzu trucks to landscapers in the Oakland area.



**STATE PRESIDENT-ELECT** Paul Hansen and CI Chapter President-Elect Kyle Hillendahl must be sharing ideas as to how to fill big presidential shoes next year. Work hard, listen and never give up.



**2019 STATE PRESIDENT** Elizabeth Burns oversaw major changes to the association last year, like the decision to hold this year’s Convention in Hawaii. Gordon Larson of the SFV Chapter excels in guarding how CLCA spends its money.



**CLCA VIP** Henry Buder (center) and Allison LoDolce of CLCA staff welcome Tom Sweeney of the East Bay Chapter to the Leadership Conference.



**MIXING IN A LITTLE FUN** – Led by Ed Wallace (4th from left) and Bronwyn Miller (right), this group of very happy members display some CLCA hijinks after the Leadership Conference dinner.



**2020 CLCA STATE BOARD** was introduced at the Leadership Conference. Front Row: Dan Dvorak, Director of Events; Elizabeth Burns, Immediate Past President; Megan Rios, Director of Legislation. Back Row: Andrew Simpson, Secretary-Treasurer; Eric Santos, Director of Membership; Paul Hansen, President-Elect; Regan Barry, President; Chris McNairy, Associate Member Director; Evan Moffitt, Chapter Presidents Council Co-Chair (North); and Eric Watanabe, Chapter Presidents Council Co-Chair (South). Not shown is Lindsay Ono, Director of Education.



**COORDINATING EVENTS** among other talents is Michayl Barnett’s strong suit. President Regan Barry can look forward to a great CLCA year with her help and expertise.

## Are You Busy, or Just Busy Bragging?

By Jayson DeMers | In: Project Management, Running the Office, as seen in All Business

You might feel personally attacked by this question, but it's a legitimate one – and one that's been on minds of most bosses in all industries, especially in the past couple of decades. According to one study of 10,000 adults across 28 different countries, 42% of adults admit to habitually overstating how busy they are, with 60% believing their peers overstate their levels of busyness. Given that this is a self-reported survey, we can probably assume those numbers are even higher.

Why might you exaggerate how busy you are? There's a chance you could get out of doing work if your boss already thinks your schedule is full, but in most cases, it's due to competitive pressures. Being busy is something of a status symbol; claiming you're busy makes you seem more diligent than your peers, and makes you seem more indispensable.

So, what can you do to find out how busy you really are?

### 1. Use a time-tracking tool

First, try to get a relative gauge of how busy you are by using a time-tracking tool. There's a chance you've succumbed to the temptation of busy bragging, and you might have convinced yourself you have more responsibilities than you actually do. Start by using a time-

tracking app such as Toggl or RescueTime to track your activity throughout the day. You can also ask your peers about things like how many hours they spend working each week, how many projects they're handling, and what their expectations are.

### 2. Compare your past and present responsibilities

Pretend like you're writing a job description. Take inventory of all the current responsibilities you handle, and approximately how much of your time those responsibilities eat up. Get yourself fully familiar with how your role has evolved, as well as the sum total of all the tasks and responsibilities you handle on a regular basis. To get a perspective on how your responsibilities have changed over time, compare this list of responsibilities to the job description for the position you originally filled, the job description of one of your peers, or the responsibilities you had when you first started your business.

### 3. Measure your email activity

Email is a strong indicator of how busy you are, and for several reasons. First, email takes time out of your day, so the more emails you're sending and receiving, the busier you are (in general). Second, for many modern jobs, almost everything you do is tied to email in some way, whether you're sending and receiving emails about a new project or reaching out to a team member for an update. Perhaps most important, email is unalterable; you can't claim to have sent 200 emails in a day unless you have the records to back it up.

### 4. Track your time in meetings and scheduled events

You probably keep a detailed record of your work schedule, including formal events and meetings, which take up hours of your time – and meetings probably take up more of your time than you or your boss realize. According to a ReadyTalk infographic, employees spend about a third of their total time in meetings. This can help you drive home just how many hours you're spending in the office – and where those hours are being spent.

### 5. Measure your achievements

Finally, consider estimating your busyness in terms of the results you're able to achieve, since actual achievements are the real bottom line. This is going to vary based on your industry and position, but may include things like sales, leads generated, traffic increased, bugs fixed, or articles written. Even if you can't prove that you're spending more time than the average worker, you can prove that you're worth more than the average worker. You can measure your results using one of the productivity-tracking tools on the market.

**Being busy is something of a status symbol; claiming you're busy makes you seem more diligent than your peers, and makes you seem more indispensable.**

**So, what can you do to find out how busy you really are?**



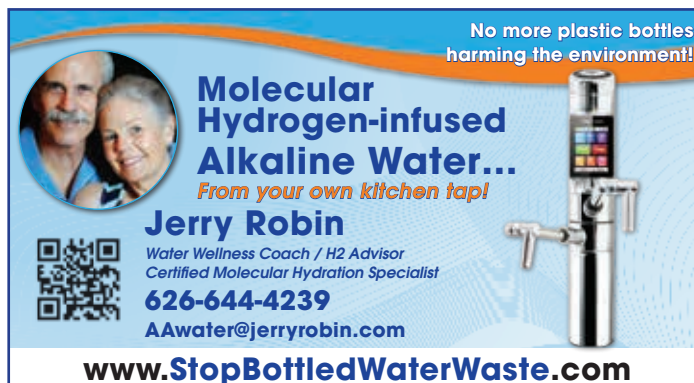
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## What is Accountability, Really?

Submitted by Jim Paluch from *Winning with Accountability* by Henry J. Evans

Picture yourself in a meeting. Suppose there are a dozen people seated around a table and someone says, "I'm going to hold you accountable for what we've discussed." What words or feelings immediately come to mind?

Fear? Threat? You may be thinking, "Uh oh, now there are expectations." Others around the table may experience pressure or stress. Still others sense the tone of the meeting suddenly has changed – leadership is going to be searching for a "gotcha."

This type of negative reaction to accountability has been earned. Most of us have experienced the word "accountability" as punitive – as a "punishment" for not doing something. It is viewed as punishment because that accountability typically lurks at the back end of the business process. Accountability shows up when something goes wrong and people start to lay blame. They start pointing fingers.

In reality, winning begins with accountability. You cannot sustain success without accountability. It is an absolute requirement!

The secret that successful organizations have discovered is to install accountability on the front end of interactions ... before the outcome is known. Successful organizations front-load accountability into their strategy. When front-loaded, accountability breeds better relationships, eliminates surprises, and vastly improves job satisfaction and performance.

### Defining Accountability

Accountability should not be defined as a punitive response to something going wrong.

Webster's Dictionary defines "accountability" as "the quality or state of being accountable; an obligation or willingness to accept responsibility for one's actions."

Notice the adjectives describing accountability in the dictionary: quality, obligation, willingness and responsibility. Does that sound like punitive response to something that has gone wrong? Of course not. Accountability means preventing something from going wrong.

So, as a first step on the road to creating an accountability culture, we must redefine and streamline "accountability" to carry a more positive connotation:

### The Benefits of Front-Loading Accountability

The feelings of fear, stress and discomfort when we are asked to be accountable are what we call "relationship breakers." So, when accountability comes at the backend of the business process, we break that very thing that pulls us through tough times and fuels good times: relationships.

Conversely, when you front-load accountability, relationships will be built, solidified and strengthened.

When you front-load accountability, you include specificity in your commitment. Unlike the manager who asks team members to

"do a good job" on the important client proposal, your commitments include specific language of what is wanted and when.

### When you front-load accountability:

- Performance increases
- Resources are better allocated - people don't have to guess
- Job satisfaction is increased
- Relationships are strengthened
- Results improve, ultimately increasing revenues and profitability

Why does everybody win when an organization is centered around accountability? As the author summarizes:

- Accountability is a positive term describing commitments that – in the eyes of others – have been kept.
- Accountability is continually asking, "How am I doing?"
- To front-load accountability in your organization, you have to provide crystal-clear expectations.
- By front-loading accountability, relationships among team members are strengthened because they know they can count on each other. This leads to greater performance, higher quality and better service to your clients.



JIM PALUCH  
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## Indescribable Love

**M**oving into the second month of this new decade continues a loving presence found in January and holds even more intrinsic good. The two months are forerunners of months to come in this terrific year 2020. Recognizing that our Creator has given each of us His pallet from which to partake in its entirety is His blessing. Its vivid colors are displayed on the Valentines cards and flowers as we take time to recognize those who share that special place in our heart with "Love Does."

Love has so many ways to describe it... indescribable, indefinable, as it is different to as many different people at different times. This includes our family, our friends, and special folks that impact our lives. But I'm certain they get the simple but profound message... I Love You and reciprocate in kind.

**We love so many diverse things that love can mean so many variables by degree, type and focus.**

We love so many diverse things that love can mean so many variables by degree, type and focus. Love of family and friends to me means having respect, trust, goodness, and honor. Valentine's Day is extra special to me as I take a moment to check myself in the mirror of my life making sure I maintain qualities I find honorable and respectable. Oh, by the way, I also "love" apple pie and ice cream.

I have observed and been pleased with the continued leadership of the President of our San Fernando Valley Chapter, Luis Casas, its officers and directors, including Executive Secretary Jan Veis along with our Chapter Editor "Valleyscape John." Their combined strengths and leadership is maintained and sustained in guiding our Chapter in what the best CLCA has for our Chapter and individual members. Combined creative action brings about vision and strengths in this new decade. And for goodness sake – don't forget your loving Valentines. And you know, Love Does, absolutely.

I submit the following for your February enjoyment. – *Dave*



**DAVID JUNOD**  
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### SUCCESS

To laugh often and love much;

To win the respect of intelligent persons and the affection of children;

To earn the approbation of honest citizens and endure the betrayal of false friends;

To appreciate beauty;

To find the best in others;

To give of one's self;

To leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition;

To have played and laughed with enthusiasm and sung with exultation;

To know even one life has breathed easier because you have lived...

That is to have succeeded. – *Ralph Waldo Emerson*

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