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Enter Your Best Projects in the SFV Landscape Beautification Awards

- Entry forms now available online at www.clcasfv.org
- Entries due April 18, Judging May 5-7
- Awards Banquet Set for June
- Story on Page 7



Supplier Showcase and Technology Summit

- Thursday, April 28, 3–6 p.m.
- All Around Landscape Supply, Carpinteria
- See flyer on page 2

Coming Up in March via Zoom:

- **March 31, 4 p.m. – How to Prepare an Award-Winning Landscape Project, presented by Richard Cohen**



INSTALLATION VIPS – The January 20 SFV/CI Dual Installation Dinner drew CLCA dignitaries from several chapters. Shown are Kern County Chapter’s Megan Rios – State CLCA President and the evening’s Installing Officer – with Past State President Pete Dufau from CI Chapter, CPC Director South Ed Wallace from the OC Chapter, Past State President Mickey Strauss from the SFV Chapter, and Past State President Charles Nunley from the LA/SGV Chapter. Also in attendance was State President-Elect Evan Moffitt from the SLO Chapter (*not shown*). See more Installation photos on pages 6-7.



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Although this event is organized by the Channel Islands Chapter, CLCA members and contractor guests from all So. Cal chapters are welcome to attend.

THIS EVENT IS FREE TO CONTRACTORS!

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To reserve your spot now, either as a supplier or as a contractor, call CI President Kyle Hillendahl at (805) 864-0836, or State President-Elect Evan Moffitt at (805) 616-9858.

Other details are forthcoming.



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TREASURER
Mickey Strauss
MSM Landscape Services, Inc.
818-402-4500
818-361-1788 fax
mickey@msmlandscape.net

www.clcasfv.org

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

**ASSOCIATE EDITOR/
ART DIRECTOR**
Jerry Robin
J. Robin & Associates
Graphic Design
626-644-4239
jrobinps2@gmail.com

WEBSITE AND SOCIAL MEDIA
Bronwyn Miller
Eyescapes
949-466-1222
eyescales@yahoo.com

STATE AND LOCAL EVENTS

Don't miss any of these very important events!

Subject to Change – Check with Chapter Office First

WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- March 3 Board Meeting 10 a.m. via Zoom.
- 31 How to Prepare an Award-Winning Landscape Project – Richard Cohen. Hosted by SFV Chapter, 4 p.m. via Zoom. All neighboring chapters invited.
- April 28 Supplier Showcase and Technology Summit, 3-6 p.m. All Around Landscape Supply, 4760 Carpinteria Ave., Carpinteria, CA 93013; (805) 684-3115. Hosted by CI Chapter. All area chapters invited. TBA
- May 5-7 Landscape Awards Judging.
- 26 Roundtable Discussion on “How our members market their businesses.” The FREE event starts at 6:30 p.m. and includes dinner; hosted by Landscape Warehouse, 7053 Valjean Ave., Van Nuys, CA 91406; (818) 387-6445).
- June Landscape Awards Dinner, organized by the SFV Chapter. Details to come.
- Sept. SFV Golf Tournament, Tierra Rejada Golf Club, Moorpark. TBA
- Channel Islands Chapter & Friends Deep Sea Fishing Trip TBA
- Oct. SFV Auxiliary Education Scholarship Auction TBA
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. Holiday Party TBA

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
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Step by Step, Event by Event...We're Roaring Back!

Hello San Fernando Valley CLCA members! First, thank you to all the members that were able to attend our Installation Dinner. Special thanks to our State CLCA President Megan Rios for installing our San Fernando Valley and Channel Island chapter boards. We also want to thank our CPC Director Ed Wallace for also attending, as well as State President-Elect Evan Moffitt who brought several SiteOne reps to the event. We all had

a great time catching up with everyone.

I am pleased to announce that we are taking steps to bring you some fantastic events, virtual and in person for the near future. And we are not going to let Covid slow us down any longer.

- There was an OSHA laws Zoom webinar this month organized by LCIS.
- On March 31, we will have a Zoom presentation by award-winning landscaper Richard Cohen, beginning at 4 p.m. Richard will discuss "How to Prepare an Award-Winning Landscape"

as members prepare for our chapter's upcoming Landscape Beautification Awards in June.

- The SFV Chapter will participate in the Channel Islands Chapter's Regional Supplier Showcase and Technology Summit April 28 at All Around Landscape Supply in Carpinteria.
- On May 26 we will be holding a Roundtable Discussion on "How our members market their businesses." The event will be hosted by Landscape Warehouse at their Van Nuys store. Chapter all stars will share their marketing and technology secrets.
- Future events include our SFV Golf Tournament and the Channel Islands Regional Fishing Trip in September, and the Auxiliary Education Scholarship Auction in October...and more.

I am pleased to announce that we are taking steps to bring you some fantastic events, virtual and in person for the near future.

It's time for all SFV members to get active – or more active – joining us as we learn and network with like-minded professionals from throughout the region. So, get in touch with us to get all the details and sign up to reserve your spot. I invite everyone to attend all our fantastic events and meetings. Let's work together and make this year the best it can be. – *Francisco*

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How to Write a Cold Email That Gets Results

From an article by Christian Bonnier, creative director at ListKit

There was a time where inboxes were much less crowded and people had the attention span to read long, descriptive emails. That era is over – it's estimated that the average office worker receives more than 120 emails per day, which means you have to catch a prospect's attention in as little time as possible before they move on to the next email in their inbox.

Mistakes to avoid when using cold email

Over the last two years, I've used cold emails to book sales calls, close new deals for my agency, and bring deal flow in for my clients. Here are five mistakes we've learned to avoid when sending cold emails:

Mistake 1: No personalization

To fix this problem, include a personalized first line at the beginning of your email to show the prospect that you did your research and that you are not mass emailing them. First, we address the prospect by name. Then, we mention a specific piece of company news that they are most likely proud of and celebrating. This type of email will immediately stand out in their inbox and shows that we actually know and care about their company.

Mistake 2: Too many assumptions

Making assumptions about your prospect in the email is a recipe for disaster. So many sales reps, marketers, and business owners write cold emails explaining their solution in detail, without even thinking whether the prospect they're contacting is a good fit for their product or service.

Instead of pitching your product or service to an irrelevant prospect who isn't a good fit, you ask prequalifying questions that intrigue and allow the prospect to continue the conversation.

Instead of saying: "I see you do email marketing for Shopify stores," ask: "Do you do email marketing for Shopify stores?" If they respond "yes," you can delve further into their situation and see if it's worth jumping on a call to discuss further, add value, and close a sale.

Mistake 3: No clearly defined ideal customer profile (ICP)

Understanding your ideal customer is essential before doing any outreach. Even if you have the best product or service on the market, without a clear ideal client profile there won't be any alignment, and your campaigns will fail horribly. Creating an ICP breaks down into these main steps:

Interview your current customers and identify your base segments. Identify location, revenue and pain points that align with your products or services. Identify your base segment and subindustries. Understand your customer's challenges. Understand other external consultants and providers they currently work with to explore partnerships and synergetic offers.



Mistake 4: No unique sales proposition (USP) alignment

On the flip side, targeting your ideal customer with a poorly framed offer won't get you very far. Your USP should align with the pain points and buying preferences of your ICP and should include at least one of these foundations:

You're unique because of the buyer you serve, what you sell, you have an unusual angle, because of what your product or service does not do, because of the time frame around your offer, or a unique guarantee of your product or service.

Mistake 5: The message is too long

The reality is, your message needs to captivate and entice your prospect to learn more. If you give it all away in the first cold email, you destroy the potential for a

valuable conversation that builds trust and establishes a partnership.

Remember that cold emails are not sales or marketing collateral. They are quick introductions to explore possible synergies and benefits on both sides, through building a long-standing relationship. Don't get caught in the trap of trying to sell directly in a cold email – it rarely works.

Continued on page 14



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SFV & CI Boards Installed by State President Megan Rios



SFV OFFICERS INSTALLED – Representing the 2022 SFV Board are Treasurer Mickey Strauss, Secretary Natalie Balyasny, and President Francisco Salazar. On the right is CLCA State President Megan Rios who served as the installing officer at the SFV/CI Dual Chapter Installation January 20 at Yolanda's Mexican Café in Simi Valley.



SFV PRESIDENT Francisco Salazar welcomes attendees to the dual chapter installation. Francisco is entering his second term as SFV President.



OFFICIATING at the January 20 Installation Dinner is State President Megan Rios, who commends both CI and SFV chapter board members and installs the 2022 chapter officers.



CHAPTER PRESIDENT'S COUNCIL Director South Ed Wallace, and Tom Lucas who serves as the SFV Associate Member Rep and is a CLCA Life Member from Channel Islands chapter, renew old friendships.



CI PRESIDENT-ELECT and Chapter Secretary, Ivan Salazar, enjoys the event with lots of Salazar family members including his wife, Jasmin.



STATE PRESIDENT-ELECT Evan Moffitt (right) is shown with CI AM Rep Jake Bates of Quinn Company (left) along with SiteOne co-workers Jaime Lopez and Dennis Aguirre.



FULL TABLE OF CLCA VIPS is headed by State President Megan Rios (on left). The event was well attended and provided an excellent start for a series of dual chapter events planned for this year.



SFV SECRETARY Natalie Balyasny of LCIS and her friend Vivian Vee of First American Home Warranty enjoy the installation activities.



PAST SFV PRESIDENT Rene Emeterio and CLCA Auxiliary's multi-year President Wendy Emeterio enjoy the event among many CLCA friends.



CLCA AMBASSADOR and Past State President Charles Nunley (right) does some networking with Dan Southwick of O'Connor Sales.



REGISTRATION at the Installation is once again ably handled by Treasurer Mickey Strauss and SFV Auxiliary President Cindy Strauss. Thank you both for continuing to help in this area.

SFV & CI to Share Several Events in 2022



PAST STATE PRESIDENTS Pete Dufau, Mickey Strauss, and Charles Nunley welcome 2022 State President Megan Rios to the CLCA "President's Club."



CI PRESIDENT Kyle Hillendahl enters his second year in the office and looks forward to several joint-chapter events with his CLCA neighbors.



CLCA FIRST COUPLE Megan and Jim Rios came down from Kern County so Megan could do the Installation honors, and to meet old and new friends from several So Cal chapters.



LANDSCAPE LEGEND Oliver Holt and wife Regina enjoy the CLCA camaraderie and the tasty food at Yolanda's Mexican Café.



DYNAMIC DUO – Wendy Emeterio and Natalie Balyasny are doers, not dreamers. Proven CLCA leaders, they are able to get the job done whatever the task.



ARM WRESTING? No, just a spirited handshake congratulating one another for a successful CLCA year despite the hurdles caused by Covid. That success is due in part to their excellent leadership.

Enter Your Best Projects in the SFV Landscape Beautification Awards

- **Entry forms now available online at www.clcasfv.org**
- **Entries due April 18, Judging May 5-7**
- **Awards Banquet Set for June**



The San Fernando Valley Chapter of CLCA invites you to participate in our 61st Annual Landscape Beautification Awards Program. Now is the time to prepare your projects for entry into any one of the many categories including installation, renovation, and maintenance, water features and night lighting. We have added a Special Award for Turf as well this year. We invite all CLCA members in the region – San Fernando Valley, Channel Islands and LA/SGV Chapters to participate.

Awards will be presented at a banquet in June. A venue is currently being sought where attendees can gather safely with others in our industry. A networking reception and a delicious dinner will culminate with an exciting multi-media presentation of all entries, and of course, the presentation of the Landscape Beautification Awards. Invitations to the banquet will be mailed in early May.

Entry forms and more information are available at www.clcasfv.org. Entries are due April 18, 2022. No entries will be accepted after April 28, 2022. All entries must be mailed and accompanied by a check. Faxed or emailed entries are not acceptable.



JOSÉ ROBLES
Owner
Landscape Warehouse

Take a Step Back for a Fresh Perspective

By José Robles, Owner Landscape Warehouse

Most of us are still recovering from all the activity of the Holidays, with our personal and business get-togethers, shopping sprees, and delicious but fattening Holiday foods. In our industry, business is generally a little slower this time of year, which gives us the chance to re-charge, re-stock, re-think, and to reinvigorate our staff and crews as we prepare for the excitement and crazy increase of activity just around the corner...when springtime arrives.

Now's the time to make those changes in your business you couldn't get to because you were always too busy. It's the perfect time to sign up for a Zoom seminar that can show you ways to expand your business without expanding your staff, or time to review what worked for you last year, and what did not...and adjust accordingly.

I used some of this time to take in a weekend hunting trip. Getting away from the business for a couple of days is fun... sure...but as every entrepreneur knows you never get completely away from the business. That's because while getting away, we can look at things from a new perspective which can help solve

problems and provide fresh ideas to implement upon our return.

Which brings to mind that old expression, "You can't see the forest for the trees." If you're stumped as to how to solve something or what to do next, get away for a little while, move back from the problem or goal, and take another look. Your answer may come then. It works for me.

This time of the year can also provide the chance to get more involved in your CLCA chapter and take advantage of the long list of benefits your membership offers. One of those benefits is the opportunity to enter a few of your best projects into one of the Landscape Beautification Awards programs in your region. And now's the time to begin preparing them for the competition.

Multi-award winner Richard Cohen will be giving a Zoom seminar on "How to Prepare an Award-Winning Landscape Project," on Thursday, March 31 at 4 p.m. The free event is hosted by the San Fernando Valley chapter. See their website at www.clcasfv.org.

By the way, the Landscape Warehouse new slogan, "Everything you need for your next award-winning landscape" slides in perfectly right about now. I'm just sayin'. – José

Legislative Update

By Jay Martinez, CLCA Legislative Director

We've started a new year and with it, our state legislators have returned to Sacramento to present new bills covering all aspects of our lives in California.

Through the end of February, legislators have an opportunity to bring forward new bills for consideration. As is their pattern, many wait until just before the deadline to submit their bills. This year, between the Senate and State Assembly, we anticipate at least 1,000 bills will come forward. CLCA is fortunate to work with our legislative advocate, Tom Sheehy, who helps the CLCA Legislative Committee review the introduced bills, identify ones of interest, and (if necessary) adopt a position of support or opposition.

CLCA's website has regularly updated list of the bills that we are tracking and any positions we have adopted. You can check this out at: <https://www.clca.org/advocacy/clca-legislation-center/>

CLCA chapters are beginning their programming for the year, and we are already seeing chapters inviting legislative representatives or other government officials to their events. We encourage you to attend these events and get to know your representatives. It will assist with our collective advocacy work, should in person outreach be needed.

Once we see what legislation has been introduced, keep your eye on this space for updates of particular bills of interest to CLCA and the green industry.

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Understanding the Key to Work-Life Balance

From an article by business coach Amy House of *Growin' Out Loud Darlin'*

As a business coach and consultant, I often warn my clients that I make direct statements. I don't do this to offend anyone; I do it to provide awareness as I believe that honesty is the best policy. After all, awareness is that moment when we experience a breakthrough. A needed breakthrough that will totally change our mindset, our businesses, our lives, and our ability to achieve results.

I believe the perspective I am about to share could be one of those moments for you. Sidenote: I also tell my clients that what I say may tick them off. However, take 24 hours to really think about it. (Wink!)

The discussion of work-life balance basically goes like this: You can achieve balance if you just try hard enough. Really? Out of every 24 hours, 12 are work and 12 are life? Or is balance more like 16 hours on work and 8 on life? What if I have a day that is 20 hours work but the next day is 20 hours life? Who tracks this? Should I be tracking this?...

And, is this a good use of my time and mental energy? And what is "enough"? How hard is "enough"? Why should this be hard anyway? Shouldn't my work and life have flow and not be hard?

I have worked with hundreds of clients, business owners, business leaders, and companies. At some point, a version of this question pops up in a session or meeting. It may not be the direct focus of our conversation, but it comes from this source: How can I achieve a better work-life balance?

Here is what I have come to believe and what I share with my clients:

There is no such thing as work-life balance. It is about flow. Just like a wave will flow back and forth from the shore, there will be times in business or life where we will be in a forward direction, and at other times the opposite.

Sometimes your work and your life are merged. There isn't a time of day that suddenly your mind just switches off. I recognize that solutions for my life and home sometimes show up at a lunch meeting with a client; sometimes, that situation is reversed. Our lives and work are merged. They aren't separated.

The seasons of life are a reality, too. When I was first married, that was a season. Every time I was promoted in my former career, my work landscape took front stage. Other seasons have included graduate school, children, caring for a parent, starting my business, growing my business, and transitioning to an empty nest. I don't make excuses for seasons. They just are. Sometimes recognizing what is helps us understand and accept seasonal flow.

What decisions are you putting off? When the work-life discussion comes up with my clients, I ask one question: What decisions are you putting off? When we aren't making

critical decisions, we stall or stop forward movement. Instead of recognizing the overwhelm from our indecisiveness, we start thinking we are out of balance.

We all intuitively know that balance in our work and lives is not truly achievable. However, we experience imbalance because we aren't making key decisions. Once we decide important issues, our work and lives organize around those decisions.

Understanding the key to work-life balance. As an entrepreneur myself, I also experience overwhelm and feel like my life is "out of balance." However, when I really sit with my thoughts and feelings, I discover it is because I have decisions that need to be made.

Most of us realize that our lives are imbalanced toward work. We also know that our time limits mean that we must make decisions. Usually, those decisions do not mean that you need to quit your job or close your business to reduce stress. It just may mean that you must decide if you need to get up at 5 a.m. to go to the gym if your health is a priority. It may mean that your children can only participate in one after-school activity unless you hire a nanny. It may mean that you must purposefully schedule time with your spouse because you are both busy and "organic" relationship building just doesn't happen.

Consider making decisions the next time you feel the "scales" of work and life imbalance.

RICK SACKS
Territory Manager

EMAIL:
ricksacks@kelloggarden.com

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Unlicensed Contractors Arrested in Butte County Disaster Area Sting

• CSLB warns wildfire survivors about the dangers of hiring the unlicensed

Wildfire survivors are warned to stay alert as they search for contractors to help them rebuild. A recent Contractors State License Board (CSLB) multi-agency sting operation in the city of Paradise in Butte County found unlicensed activity in the Camp Fire disaster area. Four unlicensed contractors were arrested on felony charges for contracting in a declared disaster area.

“Unlicensed and unscrupulous contractors try to take advantage of consumers rebuilding after a disaster,” said CSLB Registrar David Fogt. “Fire survivors need to check the license of any contractor they are considering before starting a rebuilding project.”

The January 19, 2022, undercover sting operation was conducted with representatives from the Butte County District Attorney’s Office and the Paradise Police Department. CSLB’s Statewide Investigative Fraud Team members posed as homeowners and contacted suspected unlicensed contractors through their advertisements to perform earthwork, fencing, paving, and remodeling work.

The four people arrested for unlicensed contracting face felony charges because the unlicensed activity took place in a declared disaster area. Punishment may include a fine of up to \$10,000, and up to three years in state prison, or both.

One unlicensed contractor bid \$17,000 for fencing on the sting property, which is well over the legal limit for contracting without a license. In California, it’s illegal for an unlicensed person to bid for or perform any home improvement valued at \$500 or more in combined labor and material costs. Another unlicensed contractor was also charged with possession of methamphetamine and fentanyl. All suspects to appear in Butte County Superior Court.

CSLB-licensed contractors have met experience and testing requirements, carry a license bond, passed a criminal background check, and carry workers’ compensation insurance.

Remodeling Licensing Options for Contractors

CSLB developed a B-2 Residential Remodeling Classification last year. It is available to qualified individuals working on home improvement work, including bathroom and kitchen remodels, replacement of cabinets, flooring, plumbing and electrical fixtures and other home improvement projects. However, the work can’t involve structural alterations on loadbearing walls.

About CSLB: CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates nearly 285,000 contractors in California. In 2021, CSLB helped consumers recover more than \$44 million in ordered restitution.



Ruben Aranibar
Sales Representative
raranibar@agsod.com
Cell: (661) 965-2865
Se habla español

41120 40th St. East
Palmdale, CA 93552
Phone: (661) 274-9192
Toll-Free: (800) 669-4763
Fax: (661) 274-2168



Dan Dvorak
Account Executive, So Cal
11 West Court St., Suite D | Woodland, CA 95695
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Rebuttal to LA Times Criticism of the More Water Now Initiative

From an article by the framers of the More Water Now Initiative

You can say this for Pulitzer Prize winning columnist Michael Hiltzik, he doesn't conceal his biases. His description of our attempt to fund water projects to prevent a drought induced water supply crisis in California? He writes: "A majestically cynical ploy being foisted on taxpayers by some of the state's premier water hogs," one that is "costly and dishonest," and will "wreak permanent damage to the state budget and force taxpayers to pay for ecologically destructive and grossly uneconomical dams, reservoirs and desalination plants."

In his column, published December 2 in the *Los Angeles Times*, Hiltzik presents the same arguments against spending on water infrastructure that have been heard over and over again. By doing this, Hiltzik provides a useful checklist against which to express the other side of the story.



MORE WATER NOW

First of all, are Californians confronting a drought emergency or not? On October 19, Governor Newsom declared the entire state of California to be in a drought emergency. On November 18, the San Jose Water Company, in response to "extreme drought," imposed water rationing on over a million customers, with strict fines for violations. Back in August, the U.S. Bureau of Reclamation declared a water shortage on the Colorado River for the first time in history. The Bureau is imposing mandatory cuts that will eventually affect urban and agricultural consumers in California that depend on water from the Colorado River.

When confronting water shortages this severe, with no end in sight, at what point does it become necessary to invest in "grossly uneconomical" water infrastructure? How much worse do things have to get?

Hiltzik asserts this initiative is "being foisted on taxpayers by some of the state's premier water hogs," that will "gift growers and dairy ranchers with millions of acre-feet of effectively free water." This will come as a surprise to those California farmers that were just notified by the California Department of Water Resources, that for the first time ever, they "won't get a single drop from the network of waterways in the Sacramento-San Joaquin Delta other than what's needed for health and safety."

Hiltzik claims California's farm sector has the potential to reduce its overall consumption of water by an additional 22 percent through "more efficient usage." But to back that up, he cites a study concluded nearly eight years ago, before farmers completed massive investments in water efficiency to cope with the ongoing drought that didn't end until 2017. California's farmers now use some of the most water efficient techniques anywhere in the world.

The issue that journalists – and the voters they influence – have to confront honestly is simple: Are Californians prepared to deal with prolonged droughts by subjecting urban and agricultural users to mandatory water rationing? Do Californians believe that conservation alone can deliver an adequate supply of water to cities and

farms, or should the state subsidize investments to upgrade and expand water infrastructure?

This is a bipartisan issue. Forcing the California State Legislature to prioritize investment in water infrastructure is not an ideological goal, it's a pragmatic necessity. Water doesn't flow Right or Left. With budget surpluses, spending two percent of the state general fund each year on water projects will not impose a new burden on taxpayers. The legitimate function of government is to subsidize public works in order to take pressure off ratepayers, wherever they are, so necessities like water are abundant and affordable.

Solving the Problem

With that in mind, the Water Infrastructure Funding Act is written to eliminate water scarcity in California. It allocates funding, roughly \$4 billion per year, until five million acre feet of water is being produced annually by new water projects. To accomplish this goal, an all-of-the-above approach is taken when defining projects eligible for funding.

For example, additional conservation programs are funded to achieve up to 1.0 million acre feet of reduction in use. To achieve the remaining four million acre feet, the potential to reuse wastewater can likely recover another two million acre feet per year.

The cost to achieve the goal of total wastewater reuse flatly contradicts Hiltzik's accusation that farmers stand to gain the most if this initiative is approved by voters. The cost to upgrade the water treatment plants serving Los Angeles County, combined with the cost to remediate the capacious aquifers in the Los Angeles Basin, easily exceeds \$10 billion. Worthy projects like these require state funding.

Hiltzik expresses skepticism that new infrastructure can "squeeze an additional 5 million acre-feet out of the stones that are California water sources." He's wrong. Most of that five million acre feet can be achieved through conservation and wastewater recycling. But capturing runoff to store in off-stream reservoirs and underground aquifers can reliably deliver the rest, if the requisite infrastructure is built. This is well documented.

Continued on page 13

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The commercial-grade, 4-wheel drive vehicle uses a proprietary ground speed governing system. The Workman UTX's ground speed and RPM are not directly connected, allowing the manager to limit the speed of the machine without gutting the power. This



system allows for the perfect amount of power to be applied to the job, no matter the desired ground speed. This can mean lower RPMs, and with it lower fuel consumption and sound, or higher RPMs for more power to push snow or haul a heavy load.

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Anchors Away! *By Mark Matteson, Sparking Success*

In my 64 years on earth, I have come to the conclusion there are two kinds of people in the world – Anchors and Speedboats. Anchors pull us down, Speedboats pull us forward. Which one are you?

Speedboats are easy to spot. They are kind, loving, generous, humble, honest, caring, gentle, strong, and have a positive attitude. By their words and actions, they tell us they are here to help and build. They walk in when others are walking out – like Fireman. They say things like “Good for you, you earned it!” or “Way to go, that’s awesome!” They lift us up. They are quite simply Heroes and Sheroes. They are GOOD-Finders.

Anchors are a little trickier to spot. They are sneaky, manipulative, dishonest, and crafty. They are cowards. They try to make us feel less-than. In order to spot them, we have to define them.

1) Blame-Throwers. “Who broke this coffee cup?” Their motto is “When at first you don’t succeed, set the blame quick!” They take zero accountability and responsibility for their actions and decisions. They point fingers at others. They never look inward concerning their words and behavior. They are more often than not, Passive-Aggressive. Sometimes they engage in “Gaslighting” whereby they point out all your faults and attempt to make you feel small and unworthy.

2) Peter or Paula Pessimist. They are downers. They look at the glass as half empty. If the weatherman says 10% chance of rain, they focus on that instead of 90% chance of sun. Their focus is on what is wrong with you, the economy, the government, different generations, the world in general. They believe bad things are permanent and will never change. It’s exhausting being around them. They spread viral misery.

3) Billy or Barbara Braggart. False humility or outright bragging about their accomplishments is the order of the day. They talk way too much about themselves and their accomplishments (real or imagined). They rarely if ever listen to others. They lack any kind of empathy and concern for others. Often trying to “One Up” others by saying things like, “One time at band camp I...” or “That’s nothing, five years ago, when I was climbing Mt. Rainier...”

When you come across these three “Little Hitlers” understand that sometimes trying to help them or change their behavior is futile. Here are a few simple things anyone can do when you find yourself in the company of Anchors:

- 1) Smile
- 2) Paraphrase their emotions (“You felt frustrated...” or “You feel strongly about that...”)
- 3) Ask “What CAN you do? What is OUT OF YOUR CONTROL?”

Anchors are a little trickier to spot. They are sneaky, manipulative, dishonest, and crafty. They are cowards.

4) If they choose to stay stuck, delimit your time with them as much as possible.

5) If they continue to try to engage you in their misery, assert yourself and simply say, “Sorry but I can’t do this right now. I’ve got to go.”

6) Stop replying to their phone calls, texts, or emails. (It’s called “Gracious Ghosting”)

7) Find some new friends with whom to associate.

Life is too short to invest your precious time with people who try to drag you down. Anchors Away! Go find some new friends who pull you forward.

Anchors or Speedboats? Whom will you choose to spend time with? You decide. Five years is a short period of time...

“You gotta stop watering dead plants. We teach people how to treat us. It’s so nice when toxic people stop talking to you. It’s like the trash took itself out. You cannot always change the people around you, but you can change the people you choose to be around.” – Mark Matteson

“You will be the same person you are today in five years but for two things: The books you read and the people with whom you associate!” – Mark Matteson



MARK MATTESON
Sparking Success

More Water Now Initiative, *from Page 11*

Journalists – and the voters they influence – are invited to study the full text of the Water Infrastructure Funding Act and consider its inclusion of eligible projects that *don’t* directly increase California’s supply of water but nonetheless are absolutely essential to the well-being of Californians. Investing in infrastructure to guarantee abundant water in California would create tens of thousands of jobs. It would make housing more affordable since homebuilding permits depend on reliable water. It would keep food affordable. It would lower utility bills to consumers and make rationing unnecessary. It would create resilience against climate change and against civil disasters.

Back in 2012, Governor Brown signed Assembly Bill (AB) 685, making California the first state in the nation to legislatively recognize the human right to water. The Water Infrastructure Funding Act will put meaning to that legislation, benefiting people and the environment.

To learn more about the progress of this game changing initiative, visit the website <https://MoreWaterNow.com>.

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How to Write a Cold Email, from Page 5

How to craft a one-sentence cold email

One-sentence scripts are extremely effective and can be framed around any offer. To craft a script around your company’s offering, figure out: Their pain points, what they are worried about, and if they are already buying from a competitor. Ask a simple question such as: “Are you completely happy with the service and price of your current service provider?” Make sure your one-sentence script can be answered with a simple “yes” or “no.” The easier it is for prospects to respond, the more opportunities you will have to add value, build trust, and onboard them as customers.

First, by asking the question, you avoid making any assumptions about the prospect in the email. By asking the question, it comes off as conversational and low barrier. Second, the question is meant to be answered with a “yes.” Once the prospect replies with a “yes,” you can pitch additional marketing services to see if there’s any interest. If the prospect is interested in learning more, continue the conversation by inviting them to call you directly to discuss in further detail.

When used correctly, cold email is one of the most effective ways of getting in touch with prospects who are interested in what you have to offer. With a simple one-sentence script framed around your offer, you will be able to generate interest, book sales calls, and close more of your ideal clients.

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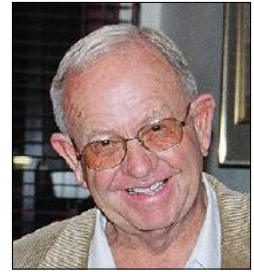
What terrific and rewarding vocations we are all in – from landscape contractors, designers, architects, maintenance professionals, and many allied trades. We are privileged and inspired to be co-creators of this beauty that surrounds us, and to which we contribute daily. We also recognize that our individualized lives are not what circumstances or people have made them out to be. For it's YOU who are the architect and builder of your own life...no matter what!

Success in life is in proportion to one's acceptance and recognition that each of our lives is filled with bountiful opportunities bestowed upon us by the infinite creative power of the infinite Creator. It seems to me that we all have a perpetual availability of creativity open to us as He works through us.

"Today" is all the time we really have. Use it wisely exploring the basket of creative ideas and direction that are available to us in union with God's eternal now. Try it...it works. And, yes, it is said that "we are made in His image."

As we can see the beautiful sunrise and sunset when we take the time, we can then feel the majesty of our Creator, which can lead to a warm inner relationship with Him. We all study and

learn by doing, and it's most often very rewarding. For the times when we stumble or hit a hurdle – and there will be plenty of them – skip the pity-party. Stop focusing on the negative and redirect your subconscious mind to respond to more constructive thoughts and attitudes. You can change a life's situation by changing your thoughts. Sounds simple...it's not. That's a tough road, but well worth the effort.



DAVID JUNOD
Sheridan Landscaping, Inc.

Think of things that help you. Life is shot through with purpose and unlimited possibilities that are good, I have found. Our thinking is God's investment in each of us...as we see ourselves in co-creating beautiful landscapes under beautiful sunrises and sunsets. – *Namaste, Dave*

"Nothing will ever be attempted if all objections must be first overcome." – *Samuel Jackson*

"I accept only the self I am in God, because I believe, and I know that this is my True Self." – *Dr. Andrew Caraker*

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