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THE NEXT EVENT

**Brian Arnold from LCIS
to discuss Claims and HR laws**

- Thursday, March 28
- Ewing-Glendale,
4552 Colorado Blvd.
Los Angeles
- See page 2 for details



LEADERSHIP BROTHERS—Prominent at the January Leadership Conference held at Hunter Industries in San Marcos, are the Salazar brothers: State Secretary-Treasurer Alex Salazar, Channel Islands Chapter President Ivan Salazar, and San Fernando Valley Chapter President Francisco Salazar. Leadership definitely runs through their family. (See more Leadership Conference Photos on pages 6 and 7.)

CLCA San Fernando Valley Chapter presents

LEGAL UPDATES: CLAIMS & HR LAWS YOU DON'T WANT TO KNOW ABOUT BUT NEED TO!



Keynote Speaker: Brian Arnold, WCCP, SIA
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THURSDAY, MARCH 28, AT 5 P.M.

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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 7 Board Meeting via Zoom 9 a.m.
- 28 Brian Arnold from LCIS to discuss Claims and HR laws at Ewing-Glendale. 4552 Colorado Blvd., Los Angeles. Time TBA
- April Meet and Greet social event. Date and Location TBD
- May 2 CI event: Landscape Photograph Basics – How to Take the Best Pictures of Your Landscapes. The event will be held at Ventura Coast Brewing Company, 76 S Oak St, Ventura, CA 93001. TBD
- June 22 Beautification Awards Banquet at Concessions at Encino Golf Course.
- Sept 13 Channel Islands Chapter and Friends Fishing Trip through Hook's Sportfishing, 3600 Harbor Blvd. #115, Oxnard, CA 93035.
- Nov CI event: Landscape Lighting Demonstration by SPJ Lighting at Devil Mountain Wholesale Nursery, 3200 W Telegraph Rd, Fillmore, CA 93015. Details TBD.
- 14-16 Convention at Hyatt Regency Newport Beach.
- Dec Chapter Holiday Party TBD



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FRANCISCO SALAZAR
SFV Chapter
President
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Off to the Races

January is done, just 11 more months to go. Hello fellow San Fernando Valley chapter members. I would like to start off by giving a special thanks to all that attended our Installation Dinner last month including our CLCA State President Tom Sweeny. Installation of both San Fernando Valley and Channel Islands chapters was a great success.

Special thanks and best wishes to Jan Veis who for over 25 years has helped our San Fernando Valley chapter in so many ways. I hope you

enjoy your retirement, Jan.

With the board installed we are working on setting up events including our Beautification Awards Competition with the Awards Banquet set for June 22 at Concessions at Encino Golf Course. This is the same location as last year's successful Awards Banquet. Be on the lookout for a calendar of other events coming up soon, including a "How to Prepare Your Award Entries" presentation. Details TBD.

In the meantime, I recommend you begin choosing your sites for the awards and begin preparing them so that they can be in their best shape prior to judging. Remember if you need any help or if

you have questions regarding the application process, please feel free to contact us.

As always if you would like to be more active in the chapter don't hesitate to contact us and figure out where you can help out. Remember, the best way to grow is to give back and work alongside like-minded people. – Francisco



INSTALLATION VIPS – The Dual Chapter Installation of the San Fernando Valley and Channel Islands boards in January featured the participation of some very prominent CLCA State and chapter Presidents. Shown are CI President Ivan Salazar, SFV President Francisco Salazar, 2024 State President and Installing Officer Tom Sweeney, along with Past State and Chapter Presidents Pete Dufau (Channel Islands), Rich Angelo and Mickey Strauss (SFV). (More Installation photos will appear in the next issue.)



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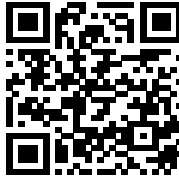
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Our Dear Friend Charles Nunley Needs Your Help

• **GoFundMe Fundraising Effort Started for Long-Time CLCA Member**

CLCA Ambassador, Past State President, and former LA Chapter President Charles Nunley needs your help now. He suffered a heart attack and stroke late last year, has been bedridden for months, and is now in hospice care in Costa Mesa. A group of Charles' CLCA friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles was told he would never work again.

A GoFundMe page has been established in Charles' name to get him the care and support he needs and deserves. **You can reach Charles' GoFundMe page by visiting <https://bit.ly/SirCharlesFundraiser> or by clicking on the QR code here:**



Here are some of the highlights of the life of Sir Charles Nunley... Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 84 years old. He was raised in

the South-Central part of the city and until the heart attack resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a Knight of the Garter and an Allegiance Award winner.



There are few if any CLCA chapters Charles has not visited and helped, often volunteering for various local events and committees. Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless. Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.

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Leadership Conference Enlightens Chapter Officers Statewide



INCOMING 2024 STATE BOARD members led by President Tom Sweeney (4th from right), are shown at the CLCA Leadership Conference after having just been installed in their new offices by Past State President Megan Rios (shown in photo at right). The event took place January 16-17 at Hunter Industries in San Marcos.



INSTALLING OFFICER and Past State President Megan Rios is shown here earlier in the day at the Secretary breakout with Joe Villarreal Secretary of the Inland Empire Chapter.



LEADERSHIP CONFERENCE VIPS
Among the conference VIPS are CI President Ivan Salazar, SFV President Francisco Salazar, YC Board Chairman Tim Pflueger, and Past State President Megan Rios.



ASSOCIATE MEMBER DIRECTOR
Jeff Calhoun enjoys the conference with North Coast Chapter President Jeff Dibble.



TEAM EFFORT – Margot Boyer OC, Michéyl Barnett Staff, Gina Stanley SAC Valley President, Ana Cooper State Director of Events, and CLCA graphics guru Susan Carlson already exhibit great leadership.



MEMBERSHIP REPORT is given by State Director of Membership Sal Hernandez during a discussion on recruitment and retention.



PAST CHAPTER PRESIDENTS
Tim Pflueger for Yosemite Chapter and Ed Wallace for Orange County Chapter continue to remain active in the association and continue to contribute their ideas and energy.



BREAKOUT SESSION for Treasurers and Secretaries is conducted by Executive Director Sandra Giarde (back, left). These sessions show members the best way to manage their board positions.



NEW SFV BOARD MEMBER Juan Mendoza (right) the chapter's Associate Member Rep, is introduced to members from throughout the state by SFV President Francisco Salazar.



YOSEMITE VIPS attending the conference include Board Chair Tim Pflueger, Administration Committee Chair Karina Arreola, 2024 YC President Savannah Treloar, and Treasurer Laura Fregoso.



HUNTER INDUSTRIES Multimedia & Product Training facility features several conference rooms including a large one with theater seating. It also has a nice dining area where several of the meetings were held.

Special Awards for CLCA Leaders



ALLEGIANCE AWARD is one of the awards presented at the Leadership Conference. It goes to Past State President Regan Barry (right). Presenting is 2024 State President Tom Sweeney.



REGULAR MEMBER OF THE YEAR goes to Sal Hernandez (right) State Director of Membership. Presenting is Alex Salazar, State Secretary-Treasurer.



ASSOCIATE MEMBER OF THE YEAR award goes to Gina Stanley Sacramento Valley Chapter President. Presenting is Mike Madewell of the San Diego Chapter and an event Sponsor.



TRADE SHOW SPECIALIST Margot Boyer of the Orange County Chapter catches up with the latest industry news with longtime friend and media guru Bronwyn Miller.



CONGRATULATING GINA Stanley (right) on being named Associate Member of the Year, is Maria Abero of CLCA State Headquarters.



HUNTER REP Dan Conger (right) is thanked by President Tom Sweeney for his company's hosting the 2024 Leadership Conference.

Food for Thought



RICH ANGELO
Founder
Stay Green Inc.

A Sense of Urgency

Submitted by Rich Angelo, Stay Green Inc.

The founder of a highly successful company was asked what it took to succeed. He said, "It takes the same thing it took to get it started...a sense of urgency."

The people who make things move in this world share this same sense of urgency. No matter how intelligent or able you may be, if you don't have this sense of urgency, now is the time to start developing it. The world

is full of very competent people who honestly intend to do things tomorrow, or as soon as they can get around to it. Their accomplishments, however, seldom match those of the less talented who are blessed with a sense of urgency.

On the Light Side

I stayed up all night to see where the sun went, and then it dawned on me.

Did you hear about the crossed-eyed teacher who lost her job because she couldn't control her pupils?

I'm reading a book about anti-gravity. I just can't put it down.



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Business Advice You Can Do Without

From an article by Ratmir Timashev Co-Founder and EVP at Veeam Software

Advice is born of experience, but no two experiences are the same. Knowing this, I've learned it's best to take any counsel with a grain of salt and no single plan is going to work perfectly. Owning a business means frequently thinking in the moment and modifying plans as things change. All the advice in the world isn't going to prepare you for every situation, but knowing what to listen to and what to disregard can help you navigate new situations.

I don't have a secret for distinguishing what advice is good or bad, but I can definitely pinpoint some of the worst advice I have received in my career.

"It's better to use data than to rely on your intuition."

Relying on others to tell you what to do can lead to coming up with solutions for problems that your customers aren't asking you to solve, which is a huge waste of time and resources.

When it comes to assessing customer wants and needs, I know I can trust my gut and my instincts because they have been instrumental in the ongoing success of my business. Don't waste time looking to analytics and data for the answers your instincts have already provided. Relying on the opinions of others is what kills successful innovation.

"At the first sign of a financial crisis, it's best to lower your head count."

When we started our company, we knew we had found a hot market, and we were growing incredibly fast. However, only a few years into our business's growth, the 2008 financial crisis hit. At the time, I was hiring people, using money from the sale of a previous company.

When the downturn began, companies started to lay off employees. A friend, who also happens to be a business owner, shared that as

growth in the region was slowing down, I needed to cut my head count. To this day, it is a business decision I strongly regret.

The lasting impact is still being felt today on our business, and we are working to rebuild our previous momentum and presence. I have no doubts that we'd have grown much faster and larger in the region had I not followed that bad advice 10 years ago.

"When the business landscape is crowded, focus on outdoing your competitors."

A trap that many entrepreneurs fall into is focusing on outdoing the competition, rather than concentrating on their own value adds. I've received this advice before, and thankfully was smart enough not to follow it.

Getting caught up in flashy new technology that might impress competitors will only cause entrepreneurs to lose focus. A business must compete for the customers' attention, and the best way to do so is to focus on the initial, specific value your business has for them.

Follow your gut

While advice can be helpful, it's important to remember it's just that: advice. Many times, entrepreneurs become so overwhelmed with advice, studies, data, and other outside sources of information, they get lost in the details and their intuition is muffled in the madness.

No outside source holds as much value as an entrepreneur's own knowledge about his or her business. Rather than make important, critical business decisions based on the advice of others, it's usually best to tune it out and bet on your own intuition. Remember that even if advice is well intentioned, you know your business best and can rely on your gut to tell you when you should take advice, and when you should say thank you and move on.

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How Being Authentic in Business Can Help You Succeed: A Kinder Side of Business

From an article by Su Guillory, Life Coach

There's something to be said for authenticity in business. Vulnerability. Imperfection. It allows us to show up as ourselves, not the cardboard cutouts we think others want to do business with. The result? A much more enriching and personable work experience and an irresistible magnetism that attracts new business.

Three ways to be more authentic in business

1. Stop trying to separate business and pleasure

Any client who knows me sees me as a *git-'er-done* kind of gal. I'm analytical and organized. But after work, you can find me reading books on spirituality.

This probably gives you a better understanding of who I am, not just who I purport myself to be on the job. Maybe you might be interested in some of the same things I am, and in that case, we've got some things to talk about.

We've put up these barriers between what we portray in our businesses and what we portray to the people we love and trust in our lives. I'm not sure where or why this started, but I see the value in blurring those lines (within reason). You might even find you have things in common with clients whom you never knew before. And you never know: your deep passion for pickleball might just be the differentiating factor that gets a new client (and fellow pickleball lover) to sign on with you.

2. Give up perfection

Raise your hand if you've never made a *bleep* in your business. Anyone? Anyone? We are all human, and therefore, our errors are divine. But seriously, your clients don't expect you to be perfect. They expect you to do the best you can, and when you mess up, to fix it.

If you're a perfectionist, you're putting undue stress on yourself and setting expectations that *no one but you* has. I encourage you to let it go. When you must, be okay with good enough. Everyone else is.

3. To be more authentic in business, tell your story

You've read articles telling you that storytelling is what draws people to your business, but maybe you're carefully editing the stories you tell. Or pulling out all the personality from them. Making yourself look good. These aren't stories, they're carefully curated lies.

People want you to be real. They want to know that you've stumbled along your path, and see that, in the end, you thrived. They want to see themselves in you. That means being incredibly vulnerable.

Consider what stories resonate with you when you're interacting with clients or potential. Is it the ones that are polished to perfection, or the ones with cracks in them? Where do you see yourself in those stories? These are the types you want to tell in your own business.

And you don't just have to tell your own stories! Your customers have stories, as do your employees. Find ways to weave those in to

become the story of your business.

Being vulnerable takes practice

If you've been hiding behind that buttoned-up façade your entire career, you may find it challenging to suddenly shift your mindset to one that's more open and personable, so do it by degrees. Maybe start by chatting with clients for five minutes about their sleepless nights with a newborn, or your recent win with your bowling league. Build those client relationships one by one until you have a network of people who know you for more than the product or service you deliver.

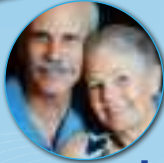
I did just that and found out, years ago, that a client had a love for Nancy Drew books as did I. When I found some antique books in a box, I decided she would probably enjoy them more than me and I shipped them to her. I wasn't expecting anything from the effort. It was just a natural and human thing to do. Find ways to treat clients the way you would a good friend and see what happens.

While there's no direct ROI for being authentic in your business, it does pay off. You nurture those relationships, and people don't have a reason to seek services elsewhere. They tell people how cool you are, and then those people want to do business with you.

But best of all? It costs absolutely nothing to be more authentic in business. In some ways, it's the best marketing strategy ever.


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JOSÉ ROBLES
Owner
Landscape Warehouse

Winter Not So Wonderland?

Winter is a wonderful season for Holiday gift giving and receiving, football, skiing, and replenishing our badly needed water supply. It's a time of joyful family gatherings, off-season mini vacations, tasty Holiday foods, and of course all the joys of Christmas and New Year celebrations. Unfortunately, it is not a great season for most irrigation stores and suppliers.

Much of the landscape industry slows down after Thanksgiving. The grass doesn't grow much, outdoor workdays are shorter, and irrigation system repair or installation projects are few and far between. I'm not complaining, I love what I do, I'm just being realistic as all entrepreneurs and business owners need to be.

So, what do we do and don't do at Landscape Warehouse to offset the annual winter slowdown? Well, we don't cut back on our staff, as some businesses do. Our knowledgeable staff members are the people that bring in and service our customers rain or shine, all year long. No, what we do in winter is put an emphasis on our lighting department offerings, sell more fertilizer, steer manure, and rye grass seed, focus a little more on equipment sales, and use the occasion to set up those efficiency procedures we have been too busy to implement during the warmer seasons.

Sure, we have known this slower time was coming, so the appropriate thing to do is to plan financially for it before it arrives...correct? Unfortunately, in business, the "appropriate thing to do financially," is more difficult to achieve than it sounds. The good news is that we have made it through the toughest months once again. This is due to smart planning by our sharp office staff, the diversity of products and services we represent, the addition of Landscape Warehouse locations, and continued patronage from our growing list of loyal customers.

We can now see the light at the end of the winter tunnel and we've begun to gear up for another busy spring just a few weeks away.

Yes, winter is tough on our industry. But, as it is said about so many other businesses, "If the irrigation supply business were easy, then everybody would be in it." Right? Well, we are not only happy to be in it, "We're in to win it." To be your go-to site for all your irrigation supplies and plants for every season of the year.

Speaking about "winning," landscape beautification competitions are approaching quickly, so now is the time to start preparing your favorite projects so you can enter them and "bring home the gold." Remember, as our motto declares, Landscape Warehouse has "Everything you need for your next award-winning landscape." We look forward to helping you receive those honors you have worked so hard to achieve. —José

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Attitude *From an article by Mark Matteson, Sparking Success*

Gino Marchetti was the rugged defensive end for the great Baltimore Colts teams of the 1950s and was widely considered one of the best at his position.

Marchetti, who was selected to 11 consecutive Pro Bowls starting in 1954 and inducted into the Pro Football Hall of Fame in 1972, was the prototypical defensive end. At 6 feet 4 inches and 245 pounds, he was big, quick and strong, a pass rusher who combined ferocity and finesse and a staunch run stopper who had a knack for knowing where a play was going. He used that sense to make one of the most famous tackles in National Football League history. In the waning moments of the 1958 championship game against the Giants, he pulled down Frank Gifford inches from a first down, forcing the Giants to give the ball back to the Colts for one last-ditch drive. Quarterback Johnny Unitas and the Baltimore offense took advantage of the opportunity, driving 70 yards for a tying field goal.

Marchetti, who broke his leg making the game-saving tackle, watched Unitas's heroics from a stretcher on the sidelines, then looked on as the running back Alan Ameche scored eight minutes into overtime to give the Colts the victory in what many still refer to as the greatest game ever played.

Marchetti's success was not limited to the football field. While a member of the Colts, he opened a pizza and hamburger stand with a loan from the team's owner, Carroll D. Rosenbloom. The place, Gino's, became a Baltimore favorite and eventually grew to more than 450 restaurants in several states. In 1982, Marchetti sold the chain for \$48.6 million (about \$130 million today) to the Marriott Corporation, which converted many of the restaurants to Roy Rogers fast-food outlets.

Sports historians claim Marchetti's Attitude and Performance changed the way fans viewed football. It forever changed the popularity of the sport.

You see, it was his attitude more than anything else that made him great. Our attitude is something we can control. We have a choice every single day regarding the attitude we will embrace for the day. I think of a wood stove. Some people stand in front of the stove and say, "Give me heat, and then I'll add the wood!" That is not how it works. First, we must chop the wood and load up the stove. Cause, effect.



MARK MATTESON
Sparking Success

There are two vital habits required for a great attitude: Expectancy and Gratitude. If we expect good things to happen, they usually do. Are we an optimist or a pessimist? That too is a choice. Are we grateful to live in the greatest country in the world? Are we thankful on a daily basis? We decide.

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind." – William James

"He's (Marchetti) the greatest player in football," Sid Gillman, the coach of the Los Angeles Rams, said in 1959. "It's a waste of time to run around this guy's end. It's a lost play. You don't bother to try it."

Marchetti always appreciated the impact that the 1958 title game had on his career, and on football in general. Some say it was the turning point for the sport of football, the most important game in NFL history. And all because of his ATTITUDE!

He died last Monday in Paoli, Pa. He was 93 years young.

Mark Matteson is an inspiring speaker and the author of the international bestseller, Freedom from Fear. His company, Sparking Success, is located in Edmonds, WA. Phone: (206) 697-0454.

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Managing a Staff Who Does Not Get Along *From an article in AllBusiness*

Your staff members don't have to like each other to work together, but they do need to respect and value each other's presence in the workplace. Your job as a manager is to help them establish that respect. If there is a conflict and it is hurting productivity, you need to get involved. If you are direct, good humored, and fair, that is a large part of the solution to ending workplace conflicts.

Here are some tips on helping your employees make peace and work together:

Lend an ear. Try to smooth out relations between employees who are in conflict by giving them your full attention and letting each person tell you what the issue is as each of them sees it. Don't assume that you know what the problem is. Understand that your workers may be having their own strong emotions about what's happening. Let them talk and feel heard. Just listen and keep your own judgment and reactions out of it.

Get grounded. Employees who are suffering discord sometimes tend to be vague and use sweeping generalities when attempting to tell you what is going on. For example, they might say, "She has such a bad attitude." But you need descriptions of particular behaviors, because it is only behavior that you can reasonably expect to change. And once specific behaviors can be described and addressed, the discussion can become more grounded and reasonable.

Acknowledge feelings. A conflict between employees brings out some pretty raw emotions – anger, sadness, fear. As a manager, it means a lot if you express understanding about how difficult

and upsetting the situation is. This does not mean that you are advocating an employee's position in the conflict, but that you are objectively empathetic. By expressing your empathy, you can help diffuse the discord and soothe the situation.



Keep your eyes on the prize. You may never be able to inspire your conflicted employees to agree on every issue. What they need to focus on is making reasonable alterations in behavior that enable them to work together productively, concentrating on a goal that they're both committed to achieving. Working from that common goal, explain that you've noticed their different styles are really pre-

venting the goal from being achieved. Spend some time listing their differences explicitly, then go down the list and figure out what you really care about and what you don't. Resolve what you can in order to get back on track and move the company forward. If the root conflict vanishes, things should smooth out all around.

Follow through. Once you've gotten beyond the immediate crisis of this employee conflict, make sure you establish a climate of perceived fairness and equity, and make a commitment to bring these workers back together for more conversations. In addition, encourage your staff to get to know one another, respect one another, and understand the priority of one another's projects. This effort is worthwhile, because when conflicts arise, people have a base of mutual respect to fall back on that will help them work through problems.

Business Mindset

Are You an Introverted Entrepreneur? *From an article by John Langenfeld www.johnlangenfeld.com*

Whether you just launched a startup or have been running your small business for years, if you are an introvert, you likely face challenges unique to your quiet temperament. This is because Western society favors extroversion for small business owner success. After all, entrepreneurs typically have to promote themselves and their businesses, interact with employees and customers, give tons of their time to hands-on and brain-churning work, and somehow stay motivated to give it their all every day.

That's a massive toll for anyone, but especially for introverts, as it goes head-on against their nature. The good news is that by balancing self-awareness, self-care, and plain ole grit, introverted small business owners can excel in their industries and scale their companies just as well as hard-driven and passionate extrovert entrepreneurs.

What is an introvert?

According to WebMD, an introvert is a person that feels more comfortable focusing on their inner thoughts and ideas, rather than what's happening externally. They enjoy spending time with just

one or two people, rather than large groups or crowds.

Some of the qualities of introversion tend to run counter to the go-getter gumption of the unabashed, risk-taking, extroverted entrepreneur. Here are some introvert traits:

- Prefers working on projects independently rather than as part of a team
- Need alone time to recharge after socializing
- Uncomfortable being the center of attention
- Chooses to communicate by email or text messages instead of face-to-face or by phone

Challenges of being an introverted entrepreneur

Although most people would consider some introvert traits as advantageous in life in general, and business in particular – such as being intuitive, empathic, observant, detail-oriented, and a good listener – other characteristics pose challenges for those who choose to be entrepreneurs.

Continued on page 13

Our “Fork in the Road”

Many people believe, as do I, that we each find our Creator, God – or the Great Spirit, as the indigenous peoples referred to Him – that God is omnipresent – He is everywhere at the same time. But the primary place we find God is within, guiding us, working for us, and working through us.

There are only unlimited possibilities and opportunities available to each of us. Each and everyone of us grows in ways to enhance the particular gifts God has given us. God is all inclusive... as we turn to God, He turns to us. This reciprocation is unfailing. His gifts were given when time began. This very awareness has been written about by many great writers hoping to pass on truths, guiding principles, and lessons learned.

We are, every one of us, one with the infinite power of the universe. The Source is always and all ways within us, as we greet each day with love... morning, noon, and night. As we follow our dreams in the pathway of life, we are to do so with the highest ideals.

I believe we each are given a choice, to pursue the path God has for us... or not... or not now. It's the proverbial “fork in the road.” Choose using the clarity of thought and understanding He has

given us. It's an invitation to the gifts “already given” to be used to accomplish the things He has called us to do. This path leads to a more productive, loving, prosperous and adventurous life. It's the way that honors our Creator. The other path... well...

We all have the opportunity to choose His path for our life – our fork in the road. Choose intelligently and wisely, it will lead to the next level of life... and the next.

Love does, always and in all ways. Namasté – *Dave*

“Every hour of every day is an unspeakably perfect miracle.”

– *Walt Whitman*

“Nothing can separate me from the divine love that created me out of itself.” – *Rev. Scott Kingston*

“Everyone has been made for some particular work, and the desire for that work has been placed in every heart.” – *Rumi*



DAVID JUNOD
Sheridan Landscaping, Inc.

Are You an Introverted Entrepreneur? *from Page 12*

Challenge 1: Promoting your business and networking

Introverts, by and large, are uncomfortable being in the spotlight. So promoting themselves and their business, as well as attending networking events, are not their strong suits. Most likely, they'll avoid doing this altogether. As marketing and spreading the word are vital for a business's success, these are two activities that, although introverts dread involving themselves in, are requisite.

Challenge 2: Interacting with employees and customers

Managing employees and interacting with customers usually happens face-to-face or by phone, both of which make introverts cringe. Introverts like to know what to expect, and in-person or over-the-phone interaction means not having all the answers beforehand and having to think quickly and on the spot to accommodate people and circumstances. Introverts are deep thinkers who need time to process things.

Challenge 3: Balancing alone time with the demands of running a business

When introverts spend time around other people, their energy drains. So eventually, they need a quiet place to retreat to and recharge.

Strategies for overcoming the challenges of being an introvert and running a business

A key characteristic of successful entrepreneurs is having an unstoppable, can-do attitude. There are viable solutions to every problem, and every challenge can be overcome. This mindset often distinguishes the small business owners who call it quits after a lackluster first year and those who thrive until they finally decide to retire decades later.

Here are a few ways to overcome the ever-present challenges of being an introverted entrepreneur:

1. Embrace technology

For introverts, now is the best time to be a business owner. Technology allows much of the day-to-day tasks to be performed in a low-pressure, introvert-friendly way – such as utilizing social media to run ads, enhance brand awareness through a professionally designed website, and build a community of loyal customers without buyers ever having to call in orders or visit a brick-and-mortar store.

2. Hire employees who offset your weaknesses

A way to compensate for your introverted traits is to hire extrovert employees to work the roles where an outgoing, energetic, sociable personality is best suited.

3. Prioritize self-care

Knowledge is power. So, knowing that introverts need alone time to recharge and boost their energy levels, it's good to set quiet-time intervals throughout the day and make the most of mornings, lunch breaks, evenings, and weekends.

Just commit to setting some dedicated time to let your mind settle. Even as little as ten minutes here and there will help. Then when it's time to get going again, you'll feel refreshed and ready to tackle any task.

Entrepreneurs: Do not let introversion hold you back

Being an introverted small business owner comes with its challenges, but just because society favors the extrovert in this arena, there's no reason not to follow your entrepreneurial ambitions.

In this case, self-awareness is your greatest asset. Play to your strengths, work around your weaknesses, and keep your eye on the goal. Stay focused and flexible; put in the work. You'll get to where you want to be soon enough. Until then, enjoy the journey.

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- All 12 monthly issues are emailed to recipients via Constant Contact.
- Recipients include all SFV chapter members, other chapter presidents, State CLCA officers, and other Green Industry VIPs.
- A growing list of potential members and other C-27 landscape contractors will also receive the monthly email version of *Valleyscape*.
- Additionally, four of these same issues are *ALSO* printed and sent via US Mail to chapter members, state staff and officers, advertisers, and other Green Industry decision-makers.

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