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THE NEXT EVENT

Join us for

Happy HOUR

March 5, 6:30 p.m.

Location TBA

Dual Chapter
Installation
and
Chinese Auction
photo coverage
on Pages 6 & 7

SAVE THE DATE

“Heal the Bay” Family Event

Saturday, April 18

- Santa Monica Beach
- Story on Page 3

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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

- Feb. 6 Board Meeting, Rosie's BBQ located at 8930 Corbin Ave., Northridge, 11 a.m.
- Mar. 5 Board Meeting, Location TBA, 5 p.m. FOLLOWED BY A HAPPY HOUR MEMBERSHIP NIGHT
- Apr. 18 Heal the Bay Family Event, details TBA
- 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.

SAVE THE DATE

**SFV Happy Hour Mix & Mingle
Networking & Membership Night
Thursday, March 5
Location...We're working on it!**

The exact location was not available at press time, but we know it will be San Fernando Valley based, and offering your favorite cool drinks and tasty food. We will have all the details next issue.

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 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.

Members are welcome to attend our Chapter Board Meeting at the same facility that takes place at 5 p.m., with the Mixer immediately following at 6 p.m. Bring your landscaper friends and potential members to the Mixer. They will thank you.

Call a Board Member or SFV Executive Secretary Jan Veis at (818) 772-7233 or sfvclca@gmail.com for details.



LUIS CASAS
SFV President
Legacy Tree Care

Building and Spreading Goodwill

Creating goodwill is an important aspect of business for your customers. Spreading goodwill will make people feel good about you and make it more likely for them to recommend your services or product. Building strong relationships will lead to the long-term success of your business.

When people feel good about doing business with you, they will want to

repeat the experience. This will set up an opportunity to build a brand for your company. Once your brand has been established it is easier to incrementally improve and increase your customer base if you remain committed and consistent. People always want to be associated with a winning team and feel good about it.

Client satisfaction is the quickest and easiest indicator to improve your brand if you commit to following up after a product or

service has been offered. You can't be average because you will be replaced. Push your company to be above average. The client needs to feel they are being rewarded for building the long-term relationship.

Building goodwill in business will create a level of fairness that customers will come to expect. There is an emotional connection that is made which will make the client less likely to look elsewhere. This is very important because, as we all know, we make mistakes and sometimes we need to use a lifeline to encourage forgiveness.

Your reputation is important for the value of your business, and it is dramatically enhanced by the building of goodwill in all areas of your business. Listen to your customers and get feedback. This is key in your on-going assessment of how you are doing developing and spreading goodwill for your company. – Luis

Bud Summers Appointed COO of TreeTown USA

TreeTown USA CEO Jonathan Saperstein recently announced Bud Summers has been promoted to the position of chief operating officer of TreeTown USA. Reporting directly to Saperstein in the newly created position, Summers' primary focus in the new role will be to continue the alignment of all 15 growing facilities.

"With bringing all of our operations under one leader, we will align all of our operations into one cohesive unit," Saperstein explained. "As a company brought together through acquisitions, this next step capitalizes on all of the knowledge base of our combined company."

Summers was previously senior vice president of Southwest operations for TreeTown. Before joining TreeTown USA, he spent more than 30 years in several executive positions with Hines Growers, Inc. and Color Spot Nurseries in California, Texas, Arizona and Oregon, where he provided the day-to-day leadership and management required to effectively grow the organization and



BRAD SUMMERS
Chief Operating Officer
TreeTown USA

ensure financial strength and operating efficiency. He holds a Masters and Ph.D. in Horticulture from the University of Maryland.

"I have been blessed over my career to have worked with some extraordinary people, teams and customers in the horticulture industry," Summers said. "I am very proud to be a part of this new remarkable nursery company and I am energized and excited to think about our future."

About TreeTown USA/Village Nurseries/Hines Growers

TreeTown USA, founded in 2001, is a privately-owned business headquartered in Houston, Texas, with 15 growing facilities totaling over 6,000 production acres across Texas, Florida, Oregon and California. With the addition of a West Coast Division, including Village Nurseries and Hines Growers, the combined company now has a coast-to-coast footprint for its broad mix of high-quality plant material that includes over 5,000 unique plant selections and variations. To learn more, visit www.treetownusa.com.



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Getting Back on Track *From an article by Bob Coulter, Submitted by Jim Paluch of JP Horizons*

It is interesting to see how many times patterns repeat themselves in businesses across the country. Good people with the best intentions start with something great, and then communication fails, and the whole picture changes. Maybe you can relate with one or both experiences below.

- You started a new job and were very excited about the opportunity. You believe that your boss and the company have great confidence in you. You feel appreciated by everyone that you work with. Finally, you've found the company where you can really grow and flourish. Then one day you feel like your authority is being questioned. Your boss begins to ask more from you than you think that you can give. The feedback that you are getting is only negative. Your spirit and energy have dropped to a low level and your performance has slipped. You are really wondering if you made the right decision to join this company. How could you have been so wrong?
- You bring in a new player to be on your team. You believe that the new employee will add value and make a positive contribution to the company. You invest in them with proven success tools and provide them with space for them to do their job. Everyone on the team sees a bright future. Confidence is sky high and there is a trust that everyone will be taken care of. Then suddenly, things start to fall through the cracks. You feel like you are fixing all this person's problems and they no longer appear to be stepping up to the challenges at hand. You feel you've been dragged back into too many of the daily issues and pulled away from the things you should be doing as a leader. You question if you made the right decision in hiring this person in the first place.

It is amazing to realize that things can change right before our eyes. As an employee, we can feel like we are filling an important role or as an owner feel you are moving in one direction with the right people in the right positions. It all feels right and then we find ourselves awkwardly scratching our heads wondering what went wrong. So, what do you do at this point? I believe that when we have our work relationships going in the wrong direction, it can feel like we are about to derail and it becomes critically important to stop the train and check for damages. We might even ask if we are on the right track at all.

I have witnessed people taking the avoidance track and seen these work relationships go from bad to worse. This can only be corrected if both parties are willing to reinvest in the relationship and make an effort to turn things back around. Both need to be willing to honestly ask questions like, "Where were we going when it felt right? What were our expectations? How were we communicating then? What actually changed and what was an assumption or mere perception that might have gotten us off track?" These questions and the following steps can be helpful in getting a relationship back in alignment and moving in a positive direction again:

I believe that when we have our work relationships going in the wrong direction, it can feel like we are about to derail and it becomes critically important to stop the train and check for damages.

- Come to an agreement that both will work to build a win-win relationship. Making a commitment to each other is very important, and the step of saying that you want your partner to win is even more important.
- With the mindset right, we have to dig into the relationship to understand what a win really is for the other person. You want to record what is expected from each other and what the key issues are that you need to address so that this is possible.
 - Knowing what a win looks like sets you up for the next step. Both parties have to be intentional about making deposits in the other person's emotional bank account. To regain trust, we need to really show the other person that we are committed to helping them win and do our part to make it happen.
 - The commitments should be stated as goals, and it's important to create some short-term goals that will be achieved. Hitting these targets provides confidence and positive energy. We need to measure how well we are doing in each area so that we can hold ourselves accountable.
- Catch each other doing things right. For people to regain confidence in themselves and in their trusting relationships, again we need to see things improving. Remember that change will happen slowly, but our acknowledgement of that change is what helps it to continue. Look for small wins and recognize them when progress is made.
- Consistent, focused, quality conversation needs to be a part of the mix. It is important to spend enough time in one-on-one conversation so that we can stay in alignment.



JIM PALUCH
JP Horizons

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Chinese Auction & SFV / CI Installation a Big Success



SFV & CI BOARDS INSTALLED – The boards of both the San Fernando Valley and Channel Islands Chapters were installed at the Dual Chapter Installation and Chinese Auction LEAF Scholarship Fundraiser held at BJs Woodland Hills on January 23.

SFV BOARD MEMBERS shown in left photo: Rene Emeterio, Francisco Salazar, Josh Emeterio (partially obscured), Steven Kinzler, President Luis Casas, Jennifer Nelson and Natalie Balyasny.



CI BOARD MEMBERS shown in right photo: Kyle Hillendahl, CI President Pete Dufau, Claudio Sandoval, Jr.; Evan Moffitt, Carolina Pratt, Ivan Salazar and Tom Lucas.



GREEN INDUSTRY ALL STARS Nelson Colvin, Charles Nunley and Oliver Holt enjoy the Dual Chapter Installation and Chinese Auction. Charles served as Installing Officer, Nelson was the Auctioneer.



SALAZAR BROTHERS Ivan (CI Secretary, left) and Francisco (SFV VP Programs), enjoy the event with Francisco's wife Yuriela and their daughters Victoria and Emma.



BOETHING TREELAND'S Greg Sullivan, SiteOne's Evan Moffitt and CLCA Insurance Solutions' Bill Deeble "mingle" just prior to Charles installing the new boards.



FIRST TIME ATTENDEES Fern Wildflower and Albert Canedo of MSE Landscape Professionals, Inc. enjoy meeting so many Green Industry leaders and their families.



AUXILIARY VIPS Wendy Emeterio and Leslie Colvin continue working for educational opportunities and scholarships for Green Industry related students.



REGISTRATION is ably handled by SFV Auxiliary's Cindy Strauss and Executive Secretary Jan Veis. Cindy also managed the Chinese Auction fundraising part of the evening, which raised \$950 for LEAF Scholarships.



TOASTING to the new boards are CI Associate Member Rep Carolina Pratt, SFV Secretary Natalie Balyasny and SFV VP Membership Jennifer Nelson.



CLCA VETERANS and Past State Presidents Charles Nunley and Mickey Strauss have been to dozens of Chinese Auction events and they are always lots of great fun.



CI VP EVENTS Claudio Sandoval, Jr. and SFV President Luis Casas were discussing other possible dual chapter events just before this Kodak moment.

Chinese Auction & Installation Raises \$950 for Scholarships



PROUD GRANDMA (Amazing!) Wendy Emeterio, Wendy's son Josh (SFV Treasurer) with his wife Lauren and baby Remi, make the event a unique family night.



GIANT BURRITO? No, but Rene Emeterio did win Oliver Holt's secret gift, which eventually will result in a fresh Christmas tree later this year.



I HEAR FIFTY... how about fifty-five? Nelson Colvin is back to his creative math and scattergun delivery as he had a productive evening helping raise \$950 for scholarships. Cindy Strauss observes his technique.



INSIDE THE BURRITO was this nice Christmas tree, representing a new one later this year from Oliver Holt for winner Rene Emeterio. Auctioneer Nelson Colvin displays the uniquely wrapped gift.



PHOTOGRAPHER Adam Colvin and CI Life Member and nursery owner Tom Lucas talk about cameras, photographing plants and trees, and the benefits of CLCA membership.



CHARGERS FAN? Mickey Strauss is shown with his new Chargers scarf and a party game set to play during commercials or after the game.



BEAMING SMILES from Oliver and Regina Holt, knowing that their record-breaking (by size) mystery auction item drew lots of ahs and laughter while raising good money for LEAF Scholarships.



NETWORKING at the dual chapter Installation and Chinese Auction are Carol Sullivan, Fern Wildflower and CI Life Member Tom Lucas of Performance Nursery.



SFV FIRST LADY Gwen Casas and daughters Luisana 5 and Billie 2, had lots of fun at the event. Gwen supervised the girls as they joined other kids running about, while Dad Luis did presidential things.



LOOKS LIKE Leslie Colvin bid on everything in the place and won about half of them. Now, that is Chapter support.



LOOKING PARTICULARLY PAINED as he opens a ball sack as part of a prank gift, Klaus Kumme doesn't seem to get very far with his dramatic complaint to Cindy Strauss.



MERMAID TAIL THROW blanket was won by Jennifer Nelson, who now needs to take up fishing. This year's auction featured a variety of interesting and funny prizes...all for a good cause.



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A Season of New Beginnings

LOOK ON! At this moment our future is beginning anew with past awakenings and experiences as a foundation for new opportunities and inspirations. That which is a new idea is already within us and is determined as our experience meets our thinking. I have found that our desires as new beginnings are born from within, much like an oak tree is within the acorn. They are expressions of God residing in us and are actualized through us. There is an ever-flowing fountain of God-given creative achievement within each of us. Unfortunately, however, not all are aware it exists, and fewer working to bring them to fruition. The talented and creative members of our industry are an exception.

It is a “new beginning” for this year – 2020 with new beginnings ad infinitum...one closure of the old with newness right there replacing it with fresh beginning. I believe we are IN the experience and not just OF the experience. I believe the Divine expresses through us individually.

We begin a new day this year with our own unhindered faith that our life’s journey and pathway overflows with respect and love. It’s wonderful and wonder-filled how a newness can fill life’s journey – we rise up to meet any new direction with success. Many great

books have added template inspiration in understanding how Spirit works through us by means of us. The stamp of approval is in how we apply what we learn to our life’s journey. Yes...1st rule: Love Does...always.

This is the best year yet to experience _____. You fill in the blank. Today I stand on the threshold of a New Year, confident that I am endowed with the qualities necessary for my success for every season of the year and every season of my life.

I have been honored to live well, laugh lots, love mucho más, and have had my share of successes. I have had many pathways with flowers blooming with many friends along the way. I have been blessed by beauty all around and have found the best in others to share. And I have found that there is no one more you than you. Your special new beginnings await. Seek, find and begin living them to their fullest. – *Dave*



DAVID JUNOD
Sheridan Landscaping, Inc.

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