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2020 Convention: Hawaii Out, California Being Considered



EXTREME WATER CONSERVATION – This museum-quality desertscape takes you back to the days of gold miners in our southwestern deserts... but this one is in the Rowland Heights front yard of Rod Kirkbride, Valleyscape Editor John Hernandez' neighbor. The four-year project (so far) is teeming with desert critters of all types and sizes, cacti and other succulents, an old mining car, and more... plus a prospector panning for gold in Rod's Gulch. (See story and more photos on page 4.)

**Channel Islands Chapter and Friends
Fishing Trip FRIDAY, SEPT. 18 • See 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

WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- July 9 Virtual Board Meeting via Zoom, 10 a.m.
A link will be sent to board members.
- Sept. 18 Channel Islands Chapter and friends Annual Fishing Trip, Channel Islands Sportfishing, Oxnard, 6 a.m. to 4 p.m. \$125 per person, larger boat, 30 anglers max. SFV Chapter members are invited. Contact John Hernandez to register or for more information.
- Nov.TBA Hawaii has been canceled as the 2020 CLCA Convention location. A California site is now being considered.

REGISTER TODAY!

Channel Islands Chapter and Friends Annual Deep Sea Fishing Trip

FRIDAY, SEPTEMBER 18

6 a.m. to 4 p.m.

**Channel Islands Sportfishing, Oxnard
\$125 per person – 30 anglers Max**

This year 30 lucky anglers will be going out for a full day of fishing on the Speed Twin, a 65-foot spacious twin hull boat that slices smoothly through rough seas without the pounding that can occur with mono-hulls, and is much more stable at rest.

The Speed Twin also boasts an exceptional and spacious galley. This boat usually takes up to 72 people per trip but is reduced to 30 because of COVID-19 regulations. This means you will have plenty of room to haul in the big ones!

Reserve you spaces now because this trip will fill up fast.

Become a Fishing Trip Sponsor—\$250 gets you pre-publicity, post publicity, company logo on flyer and entry form, recognition on the trip itself...and more!

Contact John Hernandez at (626) 715-1757, or eldoradowriters@gmail.com to reserve your spot or for more information. **FISH ON!**

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LUIS CASAS
SFV President
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Five Benefits of Landscapes

Summer is officially here! Our clients are now spending more time at home and in their communities than ever before. After speaking with many landscape contractors there appears to be a healthy pipeline of work. People are optioning to spend their money on landscape projects since they will not be able to spend money on vacations or decide on large purchases as easily.

1. It offers a sanctuary from the stresses you may have and improves the quality of life.
2. Family time is encouraged outdoors.
3. Nice landscaping is an investment in your home.
4. You create a habitat for wildlife.
5. You can create comfort and function to help entertaining.

We are lucky to have a job that keeps us outdoors, makes us exercise, and provides such great benefits for our clients. Do not get stressed out with all the negative news. Think of the benefits. Enjoy the process and make sure to set time to redefine the goals for yourself and your company.

“The only constant in life is change.” – *Heraclitus*

Work Hard, Stay Safe, and Enjoy the Process. – *Luis*

While I am busy as ever, I did have time to reflect on the benefits of the work that we do for my July message. So, here are my thoughts on the Five Benefits of Landscapes...



JOHN R. HERNANDEZ
El Dorado Communications
Valleyscape Editor

EDITOR'S MESSAGE

Fun Peek into Desert History

Just down the hill from my new digs in Rowland Heights, about 20 minutes east of Los Angeles, is a slice of southwestern desert life I get to enjoy twice a day as I pass by walking my dog Golden Boy. This remarkable re-creation of a desert scene is set in the days when crusty gold prospectors fought the sun as well as outlaws in their efforts to strike it rich. It is the brainchild and continuing hobby

of Rod Kirkbride, the designer, builder and procurement chief for Rod's Gulch, the name he gave this remarkable creation.

Before a shovel of desert rocks was brought into Rod's front yard, he visited scores of museums, ghost towns and old mines, read books on the subject, and even attended water-wise classes offered by the local water company. The fact that he once worked for a golf course gave him a special appreciation for the outdoors and for water conservation. After six to eight months of research, Rod drew up the plans for the unique site that he began to install four years ago and continues to evolve to this day.

Desert critters of all sorts populate the site, including birds, snakes, lizards, rodents, scorpions, a coyote...and my favorite, two buzzard skeletons facing off for a territorial fight. Another skeleton, that of a steer of some sort, is really a hybrid of a skull from one animal and bones from two others. However, it gets the job done, nonetheless.

The myriad of rocks, plants and artifacts that have made it into the scene, have come by way of friends, swap meets and Craig's List offers, where... “You dig it up, and it's yours.”

If you want to meet new and interesting people during this Covid lockdown, put on a mask and start walking your dog more. If you don't have a dog, borrow one.



ROD'S GULCH CREATOR Rod Kirkbride and his 16-year-old blue and gold macaw Tygrus survey what has become a favorite photo stop of neighborhood dog walkers, joggers and other passers-by.



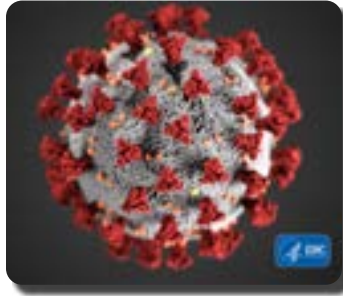
HOPING TO STRIKE IT RICH, this old prospector pans for gold in Rod's Gulch, as two buzzard skeletons, perched atop a mining car, look for a fight.

What Construction Workers Need to Know about COVID-19

Submitted by Dan Dvorak, CLCA Insurance Solutions License 0I72721

Coronavirus disease 2019 (COVID-19) is a respiratory illness caused by a virus called SARS-CoV-2. Our understanding of how the virus spreads is evolving as we learn more about it, so check the CDC website for the latest information and current list of symptoms. The virus is thought to spread mainly from person to person: Between people who are in close contact with one another (within about 6 feet). Through respiratory droplets produced when an infected person coughs, sneezes, or talks.

Recent studies indicate that the virus can be spread by people who are not showing symptoms. It may be possible that a person can get COVID-19 by touching a surface or object that has the virus on it and then touching their own mouth, nose, or possibly their eyes. This is not thought to be the main way the virus spreads, but we are still learning more about this virus. Older adults and people of any age who have serious underlying medical conditions may be at higher risk for severe illness from COVID-19.



Sources of exposure include having close contact with a coworker or member of the public who is ill with COVID-19 and touching your nose, mouth, or eyes after touching surfaces contaminated with the virus or handling items that others infected with COVID-19 have touched.

Actions you can take include the following:

Notify your supervisor and stay home if you have symptoms. Follow CDC-recommended steps if you are sick. You should not return to work until the criteria to discontinue home isolation are met, in consultation with healthcare providers, your employer, and state and local health departments. Follow CDC-recommended precautions and notify your supervisor if you are well but have a sick family member at home with COVID-19. Limit close contact with others by maintaining a distance of at least 6 feet, when possible.

Limit the number of workers in small workspace areas such as job site elevators, trailers and vehicles, and spaces under construction if possible. CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain, especially in areas where there is significant community-based transmission of COVID-19. Cloth face coverings may prevent people who don't know they have the virus from transmitting it to others. Clean and disinfect frequently touched surfaces such as shared tools, machines, vehicles and other equipment, handrails, ladders, doorknobs, and portable toilets.

Clean and disinfect frequently touched surfaces periodically throughout the shift but also: At the beginning and end of every shift, and after anyone uses your vehicle, tools, or workstation. Limit tool sharing if possible. Practice proper hand hygiene. This is an important infection control measure. With appropriate hand hygiene, you do not need gloves to protect you

from COVID-19. When possible, wash your hands regularly with soap and water for at least 20 seconds or use an alcohol-based hand sanitizer containing at least 60% alcohol. Do not touch your eyes, nose, or mouth. Use tissues when you cough, sneeze, or touch your face. Throw used tissues in the trash and wash your hands or use hand sanitizer containing 60% alcohol if a sink to wash your hands is not available.

Following are a few steps employers should take to prevent the spread of COVID-19.

Visit the CDC website for a more comprehensive guide to dealing with COVID-19. Employers should have a COVID-19 response plan to protect workers, following CDC Interim Guidance for Businesses and Employers, and share this plan with you and your coworkers in languages you all understand. Small construction businesses should review the CDC small business guidelines.

Employers should take steps to help prevent the spread of COVID-19 if an employee is sick. Actively encourage sick employees to stay home. Sick employees diagnosed with COVID-19 shouldn't return to work until the criteria to discontinue home isolation are met, in consultation with healthcare providers and state and local health departments. Provide employees with accurate information (in a language they understand) about COVID-19, how it spreads, and risk of exposure.

Provide workers with basic facts. Conduct toolbox talks on all job sites to explain the protective measures in place. Be aware that some employees may be at higher risk for severe illness, such as older adults and those with underlying medical conditions. Implement specific policies to minimize face-to-face contact for these employees or assign work tasks that allow them to maintain a distance of at least 6 feet from other workers, customers, and visitors, or to telework if possible. Provide employees with access to soap, clean running water, and materials for drying their hands, or if soap and water are not readily available provide alcohol-based hand sanitizers containing at least 60% alcohol at stations around the establishment for use by both workers and customers.

Continued on page 8

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PETE DUFAU
*Dufau Landscape
Channel Islands*

Government of the People, by the People...

With all that is happening and has happened this year, I always try to keep current events in perspective of a larger vision, which includes our collective history. The United States has never been a quiet nation. We began by defeating the largest standing army in the world; we fought many wars with the nations of our own forefathers and

neighbors. We ended two world wars and defeated communist expansion in a cold war, which freed Eastern Europe.

It was the Civil War which cost our nation more lives than any of those conflicts. It was also the Civil War which defined our morality as a nation and its people as equal and free. We are still the "Great Experiment." We will have bumps in our road and there is still great work to be done "by the people." Let us remind ourselves that it will now be us and our communities that better ourselves as a whole. President Ronald Reagan may have said it best when he referred to Government as "a necessary evil."

The killing in Minneapolis shows us how that evil can be manifested, yet, at the same time we see how we need the police and government to collectively control the masses when we become untethered in riots and looting. In all of this, let us not forget the great sacrifices already made to get us where we are today. Freedom is not free.



In the middle of the Civil War, one of our greatest presidents gave this speech at Gettysburg...

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those

who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate – we cannot consecrate – we cannot hallow – this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us – that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion – that we here highly resolve that these dead shall not have died in vain – that this nation, under God, shall have a new birth of freedom – and that government of the people, by the people, for the people, shall not perish from the earth.

– Abraham Lincoln, November 19, 1863

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

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Protecting Your Hands *Submitted by CLCA Insurance Solutions License 0I72721*

Of the many tools that we have available, our hands are the most valuable. They provide us with the dexterity necessary to perform precise maneuvers that even the most advanced technology cannot replicate. Even the simplest tasks are difficult for a person that does not have full use of his or her hands. Working in construction puts your hands at a higher risk. Hand injuries on the job are quite common, but many are preventable.

There are many things you can do to keep your hands safe, and here are a few of the most common:

Make Use of Machine Guards – Never operate machinery that does not have a working guard to protect your hands. Always use a lockout device on machinery when you have to reach into it for any reason. Immediately replace guards when you remove them. When safety guards are missing from machinery, hands, fingers and arms can easily be caught, amputated or crushed.

Wear Gloves – Always protect your hands by wearing work gloves when handling rough materials or performing operations where you are using your hands to lift or move objects. An Occupational Safety and Health Administration (OSHA) study revealed that 70 percent of workers experiencing hand injuries were not wearing gloves. The remaining 30 percent were making use of damaged, inadequate or inappropriate types of gloves for the job. Choose the right gloves for the task and inspect them thoroughly before use.

Be Cautious of Sharp Objects – Utilize the correct safety procedures when handling knives, box cutters and other sharp objects. Never attempt to pick up broken glass, nails or other sharp objects not meant for handling with bare hands; always use appropriate gloves or a broom.

Remove Rings – No matter how much sentimental value they carry, rings put your hands in grave danger on the job. They can very easily catch on machinery and other objects, resulting in lacerations, amputations or broken bones. Always remove rings before beginning work.



Stay Alert for Pinch Points – When using your hands to move an object, whether it is on a hand truck or you are carrying it, be sure your path is wide enough for you to move through safely before you start the job. When you set a heavy object down, be aware of the placement of your hands. Always be alert for possible pinch points.

Speak Up – If you are unsure about the type of gloves to wear to adequately protect yourself, or if you

have any other issues regarding the protection of your hands on the job, talk to your supervisor. At CLCA Insurance Solutions, your safety is our first priority.

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7 Powerful Ways to Get that Sale!

From an article by Ashish Arora, co-founder of SketchBubble.com, in *allBusiness*

A sales presentation is a defining moment for your organization. If all goes well, you're likely to seal the deal with multiple prospects. If it doesn't go as well as you'd hope, that precious window of opportunity may slam shut, never to be opened again. No pressure!

Without question, a solid sales presentation will illustrate the value of your product or service and keep your audience engaged. A weak presentation, on the other hand, will leave your audience confused, bored and thinking about lunch. To get your next sale, here are seven powerful presentation techniques that will help you convert.

1. Know thy audience

The presenters that try to *sell* their audience won't be very successful. The presenters that try and help their audience solve a problem will be wildly successful. Get to know your audience first, this will allow you to help them.

2. Customize your presentation

You know your audience and are certain your organization offers the perfect solution to their problem. Great. Now you've got to get that idea across to them in a way that is completely understandable and relevant. Spend some time following your audience on social media to see the kind of language they use and how they interact with each other. You are far more likely to connect with your audience if your presentation is 100% tailored to them.

3. Stay on point

The goal of your presentation is not to tell the audience everything you can think of – your goal is to get them interested enough that

they come speak with you afterward. People have short attention spans, so keep your presentation on the shorter side. Rehearse it before the big day. Leave them wanting more.

4. Define your specific goal

Obviously, the goal of every company is to sell more. But the truth is, it generally takes more than one touch point to close a new customer; define what your specific goal needs to be for your presentation. Once you have determined the specific goal of your presentation, you can develop your speech around it, making sure to only add relevant information that will get your audience to take the right action.

5. Appeal to emotion

Emotions are what really sell. Logic is reserved for after an emotional decision has already been made. Emotions help you connect with your audience and help them internalize the benefits your solution offers. Storytelling is one way to harness the power of emotions and get buy-in from your audience. Using images and video in your presentation is another way to engage your audience emotionally.

6. Seek feedback

Here's what you don't want to do during your presentation: Go on and on as if you are having a one-way conversation. This will almost assuredly get people to tune you out. Not only that, but you'll never know if you are being successful at getting people to get on the same page as you.

One of the most effective sales presentation techniques is to get feedback throughout your presentation. This can be as simple as

Continued on page 10

COVID-19 and the Construction Industry, *continued from Page 5*

Develop and implement social distancing guidance for the workplace to maintain a distance of at least 6 feet between workers when possible. Institute measures to physically separate and increase distance between employees, such as the following: Modify work schedules to stagger work, provide alternating workdays or extra shifts to reduce the total number of workers on a job site at any given time. Restrict access to reduce the number of workers in enclosed and confined areas at one time. Confined and enclosed areas are potential transmission areas and should be treated accordingly. Time spent in these areas should be minimized. Consider not opening your restrooms to the public.

Rearrange administrative area workstations so that workers can stay at least 6 feet away from other workers. Install shields or barriers, such as plexiglass barriers, where possible. Remove or rearrange chairs and tables or add visual cue marks in break areas to support social distancing practices between workers. Identify alternative areas to accommodate overflow volume. Disinfect break or lunchroom areas between each group using the areas. Reduce the number of individuals at meetings, including worker orientations, to increase the distance between individuals.

Designate a safety and health officer to be responsible for responding to COVID-19 concerns at every jobsite. Workers should know who this person is and how to contact them. Implement flexible sick leave and supportive policies and practices. Consider drafting non-punitive emergency sick leave policies if sick leave is not offered to some or all employees. Employers should not require a positive COVID-19 test result or a healthcare provider's note for employees who are sick to validate their illness, qualify for sick leave, or to return to work.

Provide information on whom to contact if employees become sick. If an employee is confirmed to have COVID-19 infection, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain confidentiality as required by the Americans with Disabilities Act (ADA). Reach out to local public health officials to establish ongoing communications to facilitate access to relevant information before and during a local outbreak.

It's the People who Make America Great

Life is good! Successful people are motivated by purpose. And their activities are geared for achievement of their goal. What you do in your life is important to you. Success doesn't just happen, it is planned.

It is good to see the individualization within the men and women of our San Fernando Valley Chapter demonstrating their creative expression to fruition. Each is motivated by their objective to fulfill their purpose, I have found. The Divine within each and every person out pictures success, as each takes charge of their direction and decisions. Our Creator – God – is good and that goodness is in each of us. Good "Love Does" that is only expressed by means of us. ALL LIFE MATTERS.

This is my song, my dance, my very life. Each of our lives proceeds as we believe. We all are guided by the Divine within that makes our lives extraordinary! Each moment presents an opportunity to cross a threshold that unites us. Knowing that we all are guided to our highest and best good. As I said, "life is good!" I am filled with gratitude.

July is a terrific month to recognize the greatness of our nation, our Constitution, our Bill of Rights and our freedom. It's the people, diverse as we are, who make America great! There

July is a terrific month to recognize the greatness of our nation, our Constitution, our Bill of Rights and our freedom.

is a universal force that moves us forward in life's expression. It can only happen through us, though. Life's journey flows with goodness, love, joy, happiness, abundance and health...no matter what the media or news would have you believe.
– Dave



DAVID JUNOD
Sheridan Landscaping, Inc.

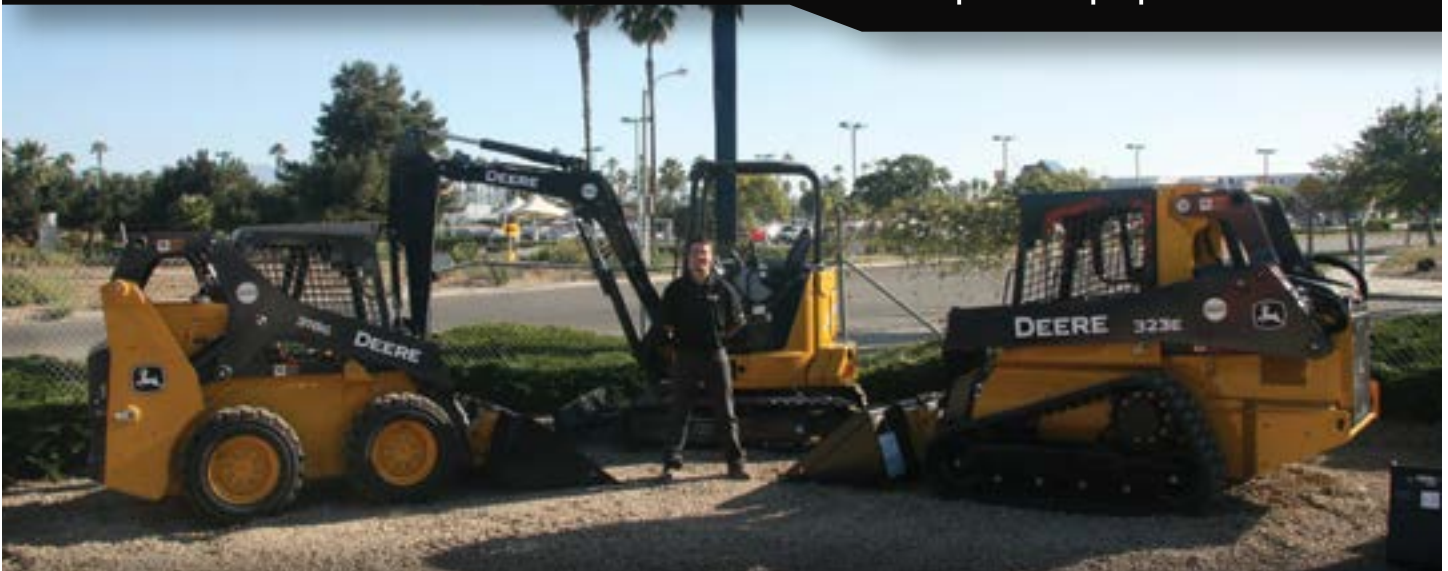
"In the future, happiness and long life...two sprouting leaves grow a thousand years." – Japanese Poem

"Our greatest glory is not in never falling, but rising every time we fall." – Confucius

"We have an infinite amount to learn, both from nature and from each other." – John Glenn

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7 Powerful Ways, continued from Page 8

pausing and asking questions every once in a while like, “Did what I just say make sense?” or “Are you starting to understand how this could help your business?”

7. Embrace interruptions

As I just mentioned, a presentation should not be thought of as a monologue. Selling is helping and helping more often than not requires an interaction with the person you’re trying to help.

An interruption is a great thing, because it means people are listening to you and have questions. If they have questions, chances are other people in the audience have the same question. This is a wonderful opportunity for you to connect, pivot, and offer information that will help people see your product or service as the perfect solution.



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