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LandPAC Benefit Wine Tasting

- August 19, Performance Nursery, Somis
- State Senator Scott Wilk has confirmed his attendance
- See flyer on Page 9



**Sponsorship Opportunities
Still Available!**

SFV CHAPTER GOLF TOURNAMENT

- September 24, Tierra Rejada Golf Club, Moorpark
- Details on pages 4-5

CI Fishing Trip is SOLD OUT!

- But, You Can Still be a Fishing Sponsor
- Sponsorship Form on Page 7

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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

- Aug. 5 Board Meeting via Zoom 10 a.m.
- 19 Wine tasting fundraiser for LandPAC with Channel Islands Chapter at Performance Gardens Nursery in Somis, 5 p.m.
- Sept. 17 Channel Islands Chapter and Friends Annual Fishing Trip, Channel Islands Sportfishing, Oxnard 5 a.m.
- 24 SFV Regional Golf Tournament with Channel Islands Chapter, Tierra Rejada Golf Club, Moorpark.
- Oct. 28 Chinese Auction Fundraiser for LEAF Scholarships TBD
- Nov. 3-6 CLCA Convention, Lahaina, Hawaii Westin Maui Resort & Spa.
- Dec. Holiday Party TBD



FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Plan of Action

Hello San Fernando Valley Chapter members and associate members. Welcome to the second half of the year and the start of social activities in our chapter. I would like to begin by thanking all our sponsors already signed up for our Golf tournament, and if you have not yet signed up, please do so right away.

In August, a Landpac fundraiser event will be held on the 19th at our good friend Tom Lucas's Performance Gardens in Somis. If you

would to help out and or attend please reach out to us right away. If you can not make it to this event but would still like to help out Landpac please reach out and we can let you know how to do it. This event is a wine tasting with snacks also available, so come on over to help out and have fun with other CLCA members. See the RSVP flyer on page 9.

The CI Chapter Deep Sea Fishing Trip on September 17 is **SOLD OUT** - but you can still be a Sponsor. Flyer is on page 7 of this newsletter.

Next planned event is our Golf tournament on September 24. Don't delay in signing up – information is below and on the flyer on the next page. Sponsor positions are filling up so if you are still on the fence about it, think twice and contact us. This event will be an opportunity to spend time with like-minded people in a fun exiting way playing golf out in the open course of Tierra Rejada at Moorpark.

Lastly let's not forget about our November convention in Maui, expected to be loads of fun and to provide rewarding experiences. So again, plan on all these activities and mark your calendars.

Participate and grow, connect and reconnect with some of your peers that in same or similar grind that you are in. I look forward to seeing all of you in our next planned activities. Thank you all.
– Francisco

Golf Tournament Sponsorships and Registration are Open!

The CLCA San Fernando Valley Chapter Golf Tournament is set for September 24 at Tierra Rejada Golf Club in Moorpark. Plan to join us for a fun-filled day on the links with your CLCA friends! To register online, please visit <http://bit.ly/SFVGolf21>

GOLFER & SPONSOR REGISTRATION LEVELS

Item	Max Limit	Price	Item	Max Limit	Price
Single Golfer in Tournament			Grand Prize Sponsor (2 available)		
Includes participation in the tournament, a raffle ticket, and boxed lunch for each registered golfer.	8	\$150.00 ea.	Sponsor for prizes and plaques to tournament winners. Sponsor signage at entrance and exit of tournament.	1	\$500.00 ea.
Foursome in Tournament			Lunch Ticket Sponsor (2 available)		
Includes participation in the tournament, a raffle ticket, and boxed lunch for all registered golfers.	2	\$600.00 ea.	Sponsor funds will be used to help with the purchase of lunch vouchers provided for players during the tournament. Your logo will be printed on the lunch vouchers. **Purchase 2 of this sponsorship to have your logo exclusively printed on the vouchers.	2	\$500.00 ea.
Mulligan Package			Drink Ticket Sponsor (2 available)		
Two mulligans in tournament + one raffle ticket. **One package per player may be purchased.	8	\$25.00 ea.	Sponsor funds will be used to help with the purchase of drink vouchers provided for players during the tournament. Your logo will be printed on the drink vouchers.	2	\$500.00 ea.
Premium Hole Sponsor (4 available)					
Signage at a tee during the tournament + special contest sponsor. (ie: longest drive, closest to the pin, etc.)	1	\$400.00 ea.			
Hole Sponsor (13 available)					
Signage at a tee during the tournament.	1	\$250.00 ea.			

**Questions? Call (818) 772-7233
or email sfvclca@gmail.com**

Join us for a fun-filled day on the links at Tierra Rejada Golf Club in Moorpark!

REGISTER TODAY!

GOLF

TOURNAMENT

SEPTEMBER 24, 2021

Sponsorship Opportunities Available!

Hole Sponsor: \$250

Premium Hole Sponsor: \$400

Signage at a tee during the tournament + special contest sponsor.

Grand Prize Sponsor: \$500

Sponsor for prizes and plaques to tournament winners.

Lunch Ticket Sponsor: \$500

Drink Ticket Sponsor: \$500



Questions?

Call (818) 772-7233

or email

sfvclca@gmail.com

Register at www.CLCASFV.org

Legislation Report July 2021 *By Megan Rios, CLCA Director of Legislation*

New Opposed Bills Killed

Both the Senate and Assembly Appropriations Committees completed processing their “suspense” files and several CLCA Priority 2 oppose bills were held in committee or killed on the floor. We can score this an advocacy win for CLCA as these bills were actively lobbied.

AB 995 (Gonzalez, L)

Increased state mandated paid sick days from three to five. Killed on Assembly Floor.

Previously reported bills killed in Appropriations:

AB 95 (Low)

10-day bereavement leave mandate.

AB 1119 (Wicks)

This bill expands the list of protected characteristics under the Fair Employment and Housing Act (FEHA) to include “family responsibilities.”

SB 304 (Archuleta)

Increases the amount of authorized work, which exempts an individual from licensure requirements from \$500 to \$1000.

Next up:

AB 1346 (Berman)

Small Off-Road Engines (SORE) – AB 1346 would codify into state law what the California Air Resources Board (CARB) is already doing which is developing state regulations to ban the sales

of SORE starting in 2024. Whether AB 1346 passes or not, CARB is continuing with their regulatory efforts. Your CLCA lobbyist has not recommended taking any position on AB 1346 because this legislation has no effect on CARB’s authority to promulgate these regulations. Instead, it is recommended that CLCA and other interested parties weigh into the public comment period on the SORE regulations which is anticipated to start in the fall of 2021.



Drought Legislative Update *(see list of monitored bills below)*

California continues to have a total of 41 counties under emergency declaration by the Governor. Consequently, we are starting to see both voluntary and mandatory water conservation measures put into place. We anticipate more drought legislation but due to the lack of progress on the state budget negotiations, it is unclear what the final legislative picture will look like. At the time of this writing, the Legislature appears

to be going along with \$3.7 billion to address and get ahead of the emerging drought, and this was the amount proposed by the Governor’s May Revision.

CLCA Monitored Drought/Water Related Legislation 6/21/2021

- AB 1164 (Flora-R) Dams and reservoirs: exclusions.
- AB 1195 (Garcia, Cristina-D) Drinking water.
- AB 1434 (Friedman-D) Urban water use objectives: indoor residential water use.
- AB 1500 (Garcia, Eduardo-D) Safe Drinking Water, Drought Preparation, Bond Act.
- SB 45 (Portantino-D) Safe Drinking Water, Drought Preparation, Bond Act.
- SB 222 (Dodd-D) Water Rate Assistance Program.
- SB 351 (Caballero-D) Water Innovation Act of 2021.
- SB 403 (Gonzalez-D) Drinking water: consolidation.
- SB 463 (Dahle-R) Water: landowner right to modify, repair, or replace joint conduits.
- SB 552 (Hertzberg-D) Drought planning: small water suppliers.
- SB 559 (Hurtado-D) DWR: water conveyance systems: Canal Conveyance Capacity.
- SB 698 (Grove-R) Water rights: reasonable and beneficial use of water.
- SB 708 (Melendez-R) Water shortage emergencies: declarations: de-energization events.
- SB 776 (Gonzalez-D) Safe drinking water and water quality.
- SB 786 (Becker-D) Santa Clara Valley Water District.

Water is KEY to CLCA’s success and so are relationships. July is the perfect time to invite your representatives to your meetings! Remember to take photos and share with CLCA HQ!



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7th Annual CLCA Channel Islands Chapter

Deep Sea Fishing Trip

Dedicated to the Memory of
BRANDON BOGEAUS

Friday, September 17, 2021

5 a.m. to 4 p.m. at Channel Islands Sportfishing
4151 Victoria Ave., Oxnard, CA

All 30 fishing slots have been reserved!
WE ARE SOLD OUT!

But, we still have plenty of room for additional sponsors,
who will receive recognition for their business through
the end of the year! So, get your
Sponsorship in right away!

Thanks to Our Sponsors so far.
Your logo could be next!



Sponsorship Opportunities!

Admiral Sponsor (\$500)

SK Landscape Design – Steven Kinzler

Sea Captain Sponsor (\$400)

SiteOne Landscape Supply – Evan Moffitt

Commander Sponsor (\$325)

Landscape Warehouse, José Robles
Includes \$25 Galley Credit (if fishing)

Additional Sponsorships at this level still available

Fishing Mate (\$250)

Same Sponsorship as in previous years, Several Open

NOTE: Sponsorship does not include Fishing (\$125 per person)

Sponsorship Benefits:

Event Sponsors will be showcased EACH MONTH through the end of the year More and more Sponsors will be promoted as new Sponsors are added. This fantastic promotional opportunity for your company is at no extra cost! This includes names and logos in our Fishing Flyer and Application, plus newsletter and social media write-ups about your products, services, and activities. Each Sponsor will also be personally thanked at chapter events throughout the year, as well as on-board recognition at some time during fishing day.

SPONSORSHIP FORM

Company _____ Contact _____ Phone _____

Billing Address (addr, city, state, zip) _____ Email _____

Website _____ Email Logo (high res) to John Hernandez at eldoradowriters@gmail.com

Sponsorship level: **Commander @ \$325** **Fishing Mate @ \$250** **TOTAL \$** _____

IF PAYING BY CREDIT CARD:	
Name on card _____	Signature _____
Card # _____	Exp. Date _____ Sec Code _____
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Send completed form and check (made payable to California Landscape Contractors Association – Please write “Channel Islands Fishing Trip” in the Memo line) to: **John R. Hernandez, CLCA Channel Islands Chapter Treasurer**
18466 Dragonera Drive, Rowland Heights, CA 91748. For more information: (626) 715-1757

How to Care for Your Plants During Record-Breaking Heat

By Richard Restuccia, Jain Irrigation

Heatwaves are occurring more frequently than in the past, and higher temperatures mean your plants need more water. With such unusually high heat, we need to take a few extra steps to keep our landscapes healthy. Below is a quick list of things you can do today to make your landscape survive the heat. They are water-efficient practices that help your landscape stay healthier in the heat:

1. An extra late afternoon watering helps keep plant roots cool.
2. Make shade for your plants. Think to repurpose here. Old window screens, wood lattice, or if your plants are tall, install a sunshade beside them to protect the base from the sun.
3. Remove weeds to reduce competition for moisture.
4. Water early in the morning, right before dawn, this reduces losses to wind and evaporation.



5. Test the spray patterns of sprinkler systems, check for clogged lines and mixed nozzle sizes of sprinkler heads, repair leaks.
 6. Use drip irrigation to reduce water usage.
 7. Set lawn mower blades higher to increase ground shade and water retention in soil.
 8. Mulch around shrubs and planters to reduce evaporation and cut down on weeds.
- Install an ETwater smart controller using Jain Unity to ensure your plants receive the correct amount of water.

You've worked too hard to let your landscape fail in the heat. Unfortunately, the hot sun can be brutal on garden plants and their roots. These tips help. If watering and mulching are not doing enough to keep your plants cool enough to continue producing. Also, don't forget late summer is the time to plant your fall-producing crops, such as spinach, lettuce, broccoli, carrots, beets, and radishes.



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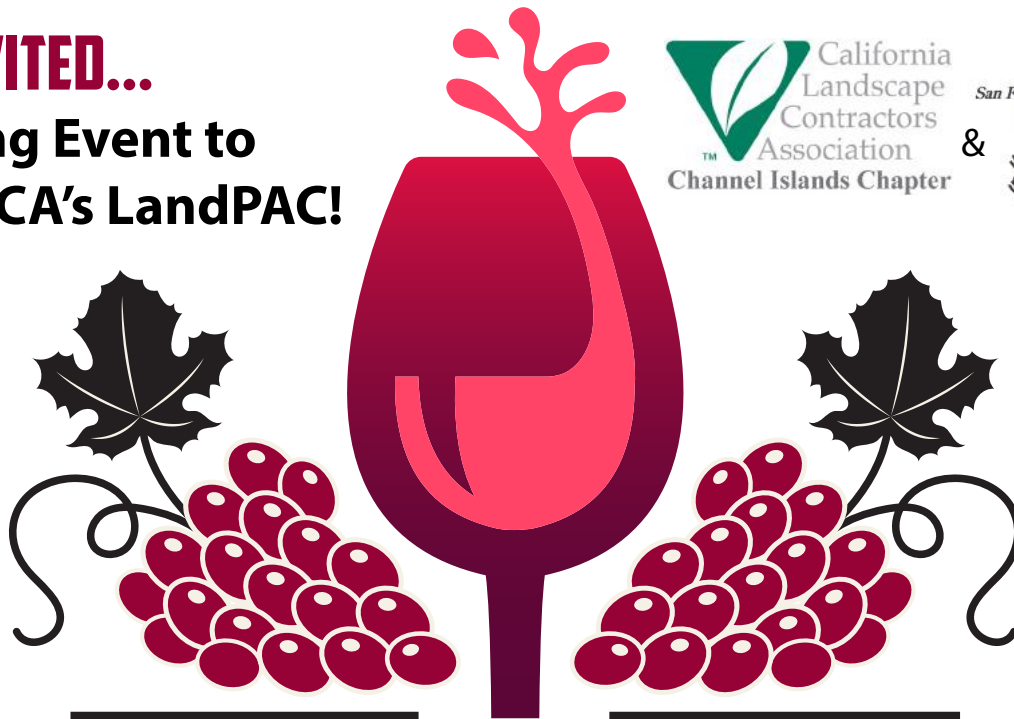
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SAVE THE DATE
OCTOBER 13TH & 14TH

Register @ TheLandscapeExpo.com

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Fundraising Event to Benefit CLCA's LandPAC!



SPECIAL INVITED GUESTS:

Senator Scott Wilk
California Senator
21st District

...and...

Suzette Valladares
California Assemblymember
38th District

**WINE TASTING
THURS., AUGUST 19, 2021, 5 P.M.**

Join your CLCA friends for an evening of fun and fundraising to benefit CLCA's LandPAC! There will be light snacks, wine tasting, and games. RSVP's requested to ensure we have enough snacks and wine for all attendees!

PERFORMANCE NURSERY

6001 East Los Angeles Ave., Somis, CA 93066

FREE TO ATTEND WITH RSVP

Register online at www.clcasfv.org

\$50 Donation to LandPAC Requested

Direct questions to Jan at sfvclca@gmail.com or (818)772-7233.



Since 1976, LandPAC has been the definitive political action committee for the landscape contracting profession. Supporting LandPAC with your donation keeps CLCA involved and visible in our advocacy efforts.

Note: Contributions to LandPAC are not deductible for state or federal income tax purposes.

Support LandPAC and CLCA's advocacy for your industry

DONOR AND PAYMENT INFORMATION

A record of donor information is required by FPPC regulations.

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Total \$ _____

Please make check payable to LandPAC.

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Aquascape Announces Theme and Schedule for Pondemonium 2021

• Preeminent Water Features Event Set for August 27 Online

Aquascape, Inc. announced “Collaboration NATION” as the theme for this year’s virtual Pondemonium, the industry’s preeminent event for water feature professionals around the world. Contractors, retailers, and distributors from all continents are invited to register and join the free online event from the comfort of their home, office, or even pond-side.

Pondemonium Online 2021 will be held on August 27 with the schedule of events airing from 7 a.m. to 1:30 p.m. Pacific Time and a replay of all sessions scheduled to begin at 4 p.m. Pacific Time.

“Amazing things happen when people come together to create water feature artistry and that is the inspiration behind this year’s Pondemonium theme,” said Greg Wittstock, founder and CEO of Aquascape, Inc. “It’s the only event in the water feature industry

with interactive sessions supporting attendees’ personal and professional development. Any past participant will tell you how enthusiastic the Aquascape tribe is for what they do and how they do it!”

Pondemonium offers a full schedule of informative, inspirational, and motivational presentations starting with an opening keynote delivered by Greg Wittstock, The Pond Guy. Presentations cover a wide range of business and construction topics and will be led by familiar and popular industry experts. The event will close with an awards ceremony honoring the accomplishments of

Certified Aquascape Contractors. Registration is free for anyone wishing to attend this year’s online event.

To view the event schedule and register for Pondemonium Online 2021, visit www.pondemonium.com.



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Five Ways to Improve the Productivity of Your Team

By Dave Lavinsky president of Guiding Metrics, and co-founder and president of Growthink, from allBusiness

Increasingly, we are operating in complex workplaces where individual and collaborative work share blurred boundaries, and there is a constant barrage of emails and reminders pinging at us throughout the day. Sometimes it can lead to frustration, loss of productivity, low morale, and even a complete burnout.

As a business owner, you strive to create the perfect plan supported by a strategic vision. But if your employees are constantly feeling overwhelmed and underappreciated, the whole business could come crumbling down. That's why addressing employee productivity is one of the key components of a business plan.

In this article we share ways in which you can boost your team's productivity, while increasing their happiness and creating a more successful business.

1. Lead by Example

At the crux of most team productivity issues is usually poor time management skills. Teams that lack this critical skill will struggle with projects, meetings, and emails until they eventually succumb to the pressure by either churning out substandard work or not getting to it at all.

As a business leader, you need to set a positive example for your team. Incorporate good time management skills in your workday

to show how work can be managed efficiently. Organizing and prioritizing work strategically will ensure you give due time to important things instead of spending a whole day wrestling with something that could have been put off for later or delegated to someone else. This can also help you to avoid "this meeting could have been an email" situations.

2. Set Achievable Goals

People work best when they are given clear goals to work toward. Sit with your team and sketch out work goals together so everyone is on the same page. Outline clearly what is expected of the team and decide together what will be the best way to go about it. This will help the team organize and execute work more effectively. It will also help you analyze better and more fairly the work completed as you will compare it to the well-defined key goals set in the beginning.

3. Break the Communication Silos

A team that communicates better is a more successful team. A lot of times team members cannot perform to the best of their abilities because of bottlenecks in team communication. Encouraging open and honest communication within a team will ensure people

Continued on page 13

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July is Smart Irrigation Month

Smart Irrigation Month is celebrated in July as an ode to the technology that has helped in saving water worldwide. Smart irrigation is a system that controls and schedules irrigation times after monitoring the weather and soil conditions.

Why is such a system important? Because less than 1% of all the water on Earth can be used by people. Unfortunately, due to the increase in populations globally, the amount of water available is drying out quicker than expected. Hence, it is important to save water and turn to machinery and technology in devising strategies to save water.

Smart Irrigation Month was an initiative kickstarted by the Irrigation Association with the aim of educating individuals regarding the benefits of smart irrigation technologies, products, and services. Amongst many examples of water wastage, one is directly associated with sprinklers – people turn on sprinklers but forget to turn them off! Therefore, the

concept of smart irrigation was founded to ensure the right technology is being used at the right time.

The purpose of Smart Irrigation Month is to raise public awareness through campaigns that promote efficient water use, saving money on utility bills, nurturing green spaces, and the protection of a community's water supply. Why is this essential? Because more than nine billion gallons of water is used each day for landscape irrigation and over 50% of this water is wasted due to overwatering. Today, the Earth's water reserves are diminishing since it has been used for irrigation of agriculture for decades.



Irrigation is believed to have started in Egypt, in Mesopotamia. People directed an overflow of water in any one region to a place where water for agriculture was required. The automation of irrigation systems began in the 1800s, and there has been no turning back since then. The shift towards automatic irrigation systems occurred because the value of a house at that time was often based on the condition of its lawn. To ensure the right amount of water was provided to the plants, the sprinkler system was introduced in the 1950s. This was followed by several innovations that controlled the activity of these sprinklers.

Be a Smart Leader

Smart Irrigation Month provides numerous ways for you to be an industry leader in efficient irrigation, while helping your customers save water and money. Take advantage of the ideas and resources provided to...

- Place the Smart Irrigation Month logo on all your marketing materials and business documents.
- Promote Smart Irrigation Month on social media.
- Market your business as a leader in water-saving irrigation practices.
- Engage with local media to get the smart irrigation message out to your customers and the public.

The Nor Cal Landscape & Nursery Show Announces 2022 Dates



- **Exhibitor Set Up is Wednesday, Feb. 2, 2022**
- **Show is Thursday, Feb. 3 from 8 a.m. to 4 p.m.**
- **Site is San Mateo Event Center, San Mateo**
- **SAVE THE DATE!!!**

Thursday, February 3rd will be the date for the 42nd Nor Cal Landscape & Nursery Show. "We are extremely glad to hold the show this coming year," said Lois Woolsey, Show Chairperson, "It's great to be able to gather together again. We are looking forward to seeing everyone at our annual show. It's a great way to kick-off spring!"

Show hours will be 8 a.m. to 4 p.m. The location is Expo Hall at the San Mateo Event Center, 1346 Saratoga Drive, San Mateo, CA 94403. Exhibitor set up will be held on Wednesday, February 2, 2022.

Nor Cal is a vibrant one-day industry show bringing together all sectors of the landscape and nursery industry. Exhibits range from landscape equipment to bedding plants, irrigation, pottery, and more!

Exhibitor information is available now. Contact Margo Chevront (margoc@frontiernet.net or call 530-458-3190) for available booth spaces, sponsorship opportunities and more. A full schedule of seminars will be announced in November so check the website (www.norcaltradeshows.org) for current information and a list of exhibitors.



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The Landscape Expo Set for October 13-14 in Long Beach

The Landscape Expo is back taking place at the Long Beach Convention Center on October 13 and 14, so register online at TheLandscapeExpo.Com and catch up with everyone in the industry! We will be introducing some great new speakers along with our very best regular educators in all aspects of the Landscape Industry.

Learn what kind of plants to use and when, how to deal with different soils, everything you need to know about pests and trees, and of course, ways to handle the biggest problem we have in California, a diminishing water supply.

TLE is offering seminars on learning new techniques to save water, when to use greywater, the latest and most efficient irrigation methods and systems, and more. You don't want to miss them!

Agencies and Organizations at TLE

- This year we will have Dan Mabe from the Green Zone Alliance and a speaker from CARB. (You do know about the new laws relating to gas powered equipment and trucks?)

- The USDA will be exhibiting with their rain demo and a soil scientist will be discussing soil and drought. We also are hoping for a panel discussion on Carbon in the Landscape.
- The California Native Plant Society, CISEC, and the Greywater Action group will be speaking!

- Kathy Kellogg and Dan Noble on behalf of the ACP will be talking on compost and Senate bill 1383 which will impact the Landscape Industry dramatically, effective January 2022.

THE 2021 - LONG BEACH LANDSCAPE DESIGN • BUILD • MAINTAIN • SUPPLY OCTOBER 13TH & 14TH EXPO

So much "breaking news" and new regulations to deal with, so do join us and learn!

The Landscape Expo also encourages all Green Industry and related associations – and their members – to join our show. Come help and support your organization's booth! Of course, the members and friends of CLCA are always welcome to attend.

For more information contact mboyer@thelandscapeexpo.com.

Team Productivity *from Page 13*

uninhibitedly share their insights and problems, which in turn leads to more creative problem-solving and superior performance.

4. Give Your Team the Right Tools

For teams to operate at their best, they need the right collaboration tools. Today there is an abundance of tools that allow team members to more easily communicate with one another, manage projects, train each other, and share documents among others. Use these tools as they can immediately boost employee productivity.

5. Respect Team Autonomy

Higher productivity in the workplace is observed in teams that get the autonomy and room to make their own decisions and delegate work as they see fit. Set clear goals and expectations, then step back and let your team handle things on their own.

Trust people and give them the freedom to choose how they approach a project. You can touch base with them periodically to analyze their progress but micromanaging almost always dampens team spirit and productivity. Let the team be in charge of their work and time. Team autonomy leads to greater ownership of work, which means more invested and more productive employees.

Team Productivity is Key

Even if you have the best business idea, products or services in the world, if your team isn't as productive as it needs to be, you won't achieve lasting success. Follow these five strategies and growing your business will become much easier.



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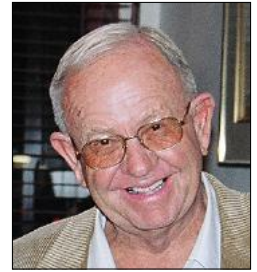
July is special to just about all Americans...as it should be. Yes, business is up and thankfully, landscape projects are in at a rate that fills the workload. This is due in part to the Covid pandemic slowly approaching the exit door because of the vaccination program.

I believe that July 4th stands as a fresh beacon of light at this time especially. And it symbolizes what our great nation has done to guarantee our liberties and freedoms, as our forefathers conceived as necessary in hammering out our Constitution. I'm sure that the present and future welfare of their wives and families had a lot to do with some of these decisions.

July 4th is a celebration to recall what the men and women envisioned for our nation: one filled with honor, patriotism, and love of country. All of us as Americans should hold fast to our Constitution and our Bill of Rights as set forth. When my great grandparents came to the United States, I was told they cried with tears of happiness and joy. Our country is not perfect, but it is light years ahead of whatever country is in second place.

This is a time for solidarity and love for America. I know we have all read and heard our "politicians" trying to add to or change our Constitution or Bill of Rights or give away some of the rights these documents bestow upon us. It's a shame! Our lives are full of opportunities and fulfillments. Those who mouth words of disrespect for America have their heads in the trash can of life.

Our lives are precious. Each is full of opportunities and possibilities while on life's journey. We are co-creators with our Maker, hand in hand. We all know that especially in our professions...life is precious!



DAVID JUNOD
Sheridan Landscaping,
Inc.

My sister, unexpectedly, made her transition. She's probably on a new life's journey. As her "younger" brother, I certainly feel just how precious life really is. Love does, always.

— Namaste, Dave

"Everybody, sooner or later, sits down to a banquet of opportunities."

— Robert Louis Stevenson



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