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BACKGROUND PHOTO: Stuart Sperber Memorial Sweepstakes winning landscape – judged best in all categories in the recent SFV Annual Landscape Beautification Awards Competition – is the Eagle Mountain Residence created by Groundcare Landscape Company.



SWEEPSTAKES WINNER at the 61st Annual SFV Beautification Awards on June 25 at the Grand Vista Hotel in Simi Valley, is Groundcare Landscape Company. Shown (starting second from left) are Salazar brothers Francisco, Ivan, and Alex with his son. Presenting for Sponsor Brightview Tree Company is Rob Sulzbach. (See pages 8–10 for full list of winners and more awards photos.)

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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. 4 SFV Board Meeting 10 a.m. via Zoom.
- 11 CI Membership Mixer and California Water Restrictions Talk at Rusty's Pizza in Santa Barbara, 5 p.m. FREE event.
- Sept. 16 Channel Islands Chapter & Friends Deep Sea Fishing Trip, Hook's Landing, Oxnard, 5 a.m.
- 19 SFV Golf Tournament, Tierra Rejada Golf Club, Moorpark
- Oct. 20 SFV Auxiliary Education Scholarship Auction, location TBD
CI Supplier Summit, SiteOne Carpinteria TBD
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. Holiday Party TBD

California Water Restrictions Talk Set for Thursday August 11 at Rusty's Pizza in Santa Barbara

Santa Barbara area water district staff members and city personnel will be featured speakers at the Channel Islands Chapter Members and Friends Mixer and Educational Event on Thursday, August 11. The informative meeting will be held at Rusty's Pizza Parlor, 4880 Hollister Ave., Santa Barbara, CA 93111, from 5 to 6:30 p.m.

Invited water experts, some of whom have confirmed their participation as of this writing, include staff members from Golita Water District, Carpinteria Valley Water District, City of Santa Barbara, County of Santa Barbara, and Montecito Water District.

This is a FREE event courtesy of our Sponsors Quinn Company and SiteOne Landscape Supply.

Learn the latest news concerning the state's water use restrictions and how they are being implemented by the various Santa Barbara area water districts and agencies. Your business depends on the information you will learn at this event. DON'T MISS IT.

To register go to <https://www.clcachannelislands.org> or call CI President Kyle Hillendahl at (805) 864-0836 and let him know you will be attending. CLCA members and friends from surrounding areas are welcome to attend.

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Grateful for Your Participation

Hello fellow San Fernando Valley CLCA members! I would like to thank everyone that was able to attend the San Fernando Valley awards dinner this past month. Thanks to all the sponsors that made the event possible and to the events committee for all their hard work.

After three years of not having the event, I am grateful it went on without a hitch with our State President Megan Rios on the microphone and Bronwyn Miller controlling the PowerPoint presentation. Thank you to everyone that was able to make it and was there to get together and network with other members and our sponsors. Now that we are getting back into the rhythm of having events, I am confident next year will be even better. So, make sure you work on your current projects and maintenance accounts to prepare them for next year.

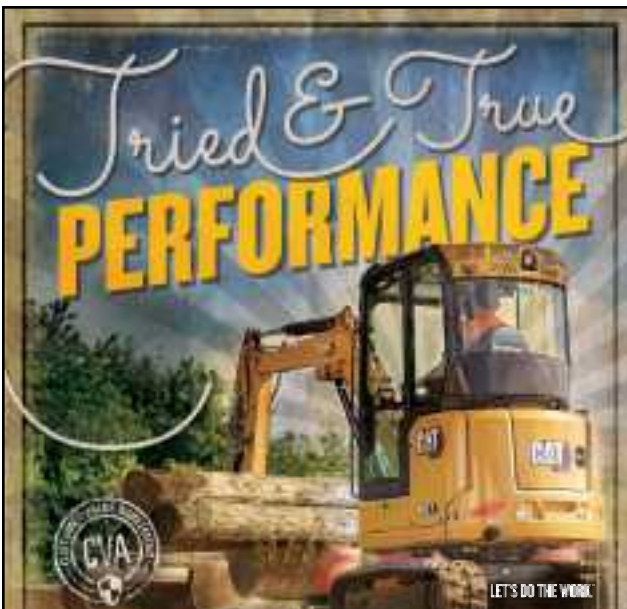
We are now planning our next event which is our SFV Golf Tournament at Tierra Rejada Golf Club in Moorpark. Last year it was well attended, and a fun event. This year's tournament promises to be even more fun. Sign up right away, and if you would like to sponsor the event, please feel free to contact us. New this year will be a shotgun start, which gets all the golfers back to the clubhouse about the same time. This will allow us to have a sit-down lunch at the end with everyone present for any awards and a possible raffle. See page 5.

We are now planning our next event which is our SFV Golf Tournament at Tierra Rejada Golf Club in Moorpark...Sign up right away, and if you would like to sponsor the event, please feel free to contact us.

On another note, stay tuned for a family picnic we will be holding in August. We expect to get together CLCA members and their families for a fun-filled event for the whole family.

Once again, if you would like to be more active in the chapter and work with like-minded individuals, please feel free to join our meetings and volunteer to help for future events.

Thank you all! – Francisco



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JOSÉ ROBLES
Owner
Landscape Warehouse

Being Quick on Your Feet

Last month we talked about the necessity of staying ahead of the changes life continually brings, both in business and in one's personal life. But what if no one saw these drastic changes coming, at least to the draconian extent they have been implemented? Can you say business-crushing water restrictions? C'mon, watering only one-day a week, two if you're lucky. Really?

If you're unable to plan ahead for these things, then you have to be "quick on your feet" in dealing with them. This means that you must be able to react and make adjustments and sometimes split-second decisions on the fly. Winners are able to do this in many aspects of life, losers not so much.

Boxers train with endless footwork exercises to dodge that career-ending left hook. Football linemen practice moving their big bodies from side-to-side on flying feet that will take them to that fumbled ball before the next guy gets it. And smart landscapers quickly take this as an opportunity to sell their clients on a California native plant re-do, water-saving drip irrigation, or a potentially award-winning Xeriscape project in the next Landscape Awards Competition.

I believe our maintenance people, and contractors who can come up with beautiful low water use re-designs of their existing properties, will be able to turn this pile of lemons into lemonade. Unfortunately, new construction looks like it will take a big hit, as well as companies locked into a certain way of doing things that doesn't allow for instant changes.

Being quick on your feet is almost counterintuitive to what we've been taught by business coaches who tell us that those who fail to plan, plan to fail...that we're to look before we leap...and that we're to measure twice and cut once. All these sound business practices are still valid. But there's no time to think and plan or measure when your car died on the tracks and the train is heading straight for you. That's when being quick on your feet has to kick in and get you to safety. There is room in your business life for both approaches. You can both walk and chew gum, right?

Because Landscape Warehouse is in both the irrigation and nursery businesses, we have to be quick on our feet as well and be ready to provide our customers with everything to succeed during these water-restrictive times.

Uh-oh...is that a train whistle I hear? Better get those feet moving to one of our nearby stores and let one of our knowledgeable staff members meet your water restrictive needs. — José

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Four Important Business Skills I Learned from Service Techs

From an article in *allBusiness* by Frankie J. Costa, Jr., CEO of Orion Light HVAC, J.D from Yale Law, MBA from Harvard Business

When I first started out in the service technician world, I wanted to apply my business school knowledge to everything. I valued data deep dives, rapid response times, and perfecting protocols to get businesses to the next level.

However, the service technicians I work with have taught me something I could never learn in school: the value of slowing down, minimizing data, and ditching the formal process to arrive at better solutions. While their approach is contrary to my education, I realize these important business skills are instrumental to their success and can be applied to professionals from all backgrounds. Here are four necessary skills you won't learn in business school:

Important Business Skill #1: Being comfortable with ambiguity

When I worked in finance, technology, and law, I thought hard data was the golden standard for decision-making, but overreliance on facts and figures can be distracting in an ambiguous market.

For example, you can never know how many big projects are going to happen in a given year. There are big fish out there, like hospitals and apartment complexes, that may need hundreds of service technicians, but no amount of analysis can prove exactly when they'll be hiring. Plus, you can't be sure how many competitors will enter the market or how that might impact your margins.

The service technicians who have been in the business for a long time have a feel for how uncertain situations might shake out. They are comfortable with the ambiguity of their industry and don't need

complex software or KPIs to provide insights.

When I was working with my first partner in the service technician industry, I made a five-year projection based on population growth in the market, planned expansion into new territories, and acquisition of additional businesses. It was a textbook business school approach. I had a model built out in Excel and it included colorful charts.

However, the seasoned service techs used a bottom-up approach. They broke the industry down to a few key factors and used that information to intuit their growth as a business.

I realized my high-level, top-down spreadsheet wasn't the most effective way to manage the business. It took a ton of hard work and didn't provide any more insight than this bottom-up approach could. So, I decided to trust the pros and their unique business skills. Using their "under-analysis," we built out a new plumbing division and didn't waste unnecessary time crunching numbers to get there. In fact, our numbers came out even better than what my complicated spreadsheet estimated we would earn.

Important Business Skill #2: Knowing when to think fast

Business school might teach us some important business skills, such as how to solve business problems, but it doesn't teach us when to

Continued on page 12



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for the Paragano Residence

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Sponsored by Gro-Power, Inc.

Oliver Holt Landscape
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for the Leonard Residence

LARGE RESIDENTIAL

Sponsored by Smith Pipe & Supply

Groundcare Landscape Company
FIRST PLACE

for the Eagle Mountain Residence

Enviroscape

OUTSTANDING ACHIEVEMENT

for the Hoffman Project

CUSTOM RESIDENTIAL

CLCA San Fernando Valley Chapter

Gregory Davis & Associates
FIRST PLACE

for the Hillside Hideaway

DESIGN BUILD

Sponsored by Devil Mountain Wholesale Nursery

Wilson Environmental Contracting
FIRST PLACE

for the Walker Front Yard Landscape

RENOVATION

Sponsored by Birch Equipment Finance

Gregory Davis & Associates
FIRST PLACE

for Downtown Culver Cool

Gregory Davis & Associates
OUTSTANDING ACHIEVEMENT

for the Hillside Hideaway

SMALL COMMERCIAL/INDUSTRIAL

Sponsored by SiteOne Landscape Supply

Enviroscape
FIRST PLACE

for Quantimetrix

PUBLIC WORKS INSTALLATION

Sponsored by CLCA San Fernando Valley Chapter

Wilson Environmental Contracting
FIRST PLACE

for the Elings Park Native Plantings Reforestation
along Jerry Harwin Parkway

XERISCAPE

Sponsored by MSM Landscape Services

Wilson Environmental Contracting
FIRST PLACE

for the Milton Front Yard Landscape

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NIGHT LIGHTING

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FIRST PLACE

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LARGE RESIDENTIAL MAINTENANCE

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Gothic Landscape
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Stay Green Inc

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for The Ranch at Fair Oaks

SPECIAL EFFECTS AWARD

Best use of unique methods or materials
and/or special artistic effects

Sponsored by Imperial Sprinkler Supply

Gregory Davis & Associates
for the Hillside Hideaway

COLORSCAPE AWARD

Best use of color in overall landscape

Sponsored by SK Landscape Design, Inc.

Oliver Holt Landscape
for the Martindale Residence

HARDSCAPE AWARD

Creative or best use of construction materials
(concrete, wood, masonry, etc.)

Sponsored by Kellogg Garden Products

Enviroscape

for the Hoffman Project

BOB MOORE MEMORIAL AWARD

Best use of rockscape in the landscape

Sponsored by CLCA Channel Islands Chapter

Oliver Holt Landscape
for the Leonard Residence

PRESIDENT'S CHOICE AWARD

Best Residential Project

Sponsored by Green Thumb Wholesale Nursery

Gregory Davis & Associates
for Downtown Culver Cool

F.H. ARKLIN MEMORIAL AWARD

Commercial project that best exhibits
excellence in craftsmanship

Sponsored by Landscape Contractors Insurance Services Inc.

Enviroscape

for Quantimetrix

STUART SPERBER MEMORIAL SWEEPSTAKES

Judged best overall from all categories

Sponsored by BrightView Tree Company

Groundcare Landscape Company
for the Eagle Mountain Residence

LANDSCAPING EXCELLENCE RECOGNIZED AT SFV AWARDS COMPETITION



STATE PRESIDENT Megan Rios served as emcee of the SFV Landscape Awards dinner June 25. Her husband Jim Rios (left) and Gordon Larson (right) served as Judges of the competition.



SPECIAL EFFECTS winner is Gregory Davis & Associates (Gregory Davis second from right) shown with his crew and staff. Presenting for Sponsor Imperial Sprinkler Supply is Jose Medrano (center).



COLORSCAPE AWARD winner is Oliver Holt Landscape (Oliver with wife Regina). Presenting for Sponsor SK Landscape Design is SFV President Francisco Salazar (center).



HARDSCAPE AWARD goes to Enviroscope (Louie Gamino, right). Presenting for Sponsor Kellogg Garden Products is Francisco Salazar.



BOB MOORE MEMORIAL award goes to Oliver Holt Landscape (Oliver Holt). Presenting for Sponsor CLCA Channel Islands Chapter is CI and State Past President Pete Dufau (left).



PRESIDENT'S CHOICE award winner is Gregory Davis & Associates (Gregory Davis second from right, with staff and crew). Presenting for Sponsor Green Thumb Wholesale Nursery is Ramon Orozco (left).



F.H. ARKLIN MEMORIAL award goes to Enviroscope (Louie Gamino, right). Presenting for Sponsor Landscape Contractors Insurance Services is Past State President Tim Nord.



XERISCAPE AWARD goes to Wilson Environmental Contracting (Julie Schwartz). Presenting for Sponsor MSM Landscape Services is Past State and SFV President Mickey Strauss.



LARGE RESIDENTIAL winner is Groundcare Landscape Company (Alex Salazar, right). Presenting for Sponsor Smith Pipe and Supply is Julio Orellano.



MEDIUM RESIDENTIAL award goes to Oliver Holt Landscape (Oliver Holt). Presenting for Sponsor Gro-Power is Francisco Salazar.



DESIGN BUILD winner is Wilson Environmental Contracting (Julie Schwartz). Presenting for Sponsor Devil Mountain Wholesale Nursery is Rob Sulzbach.



RENOVATION AWARD goes to Gregory Davis & Associates (Gregory Davis with staff and crew). Presenting for Sponsor Birch Financial is Pete Dufau.

PROUD SMILES, GENEROUS SPONSORS, AND NETWORKING AT AWARDS NIGHT



SMALL COMMERCIAL/INDUSTRIAL winner is Enviroscope (Louie Gamino). Presenting for Sponsor SiteOne Landscape Supply is Dennis Aguirre (left).



SMALL RESIDENTIAL MAINTENANCE goes to Groundcare Landscape Company (Ivan, Alex and Francisco Salazar). Presenting for Sponsor Landscape Warehouse are Mickey Strauss and John Hernandez (at left).



COMMUNICATIONS PROS – Bronwyn Miller, Alex Salazar, Jim and Megan Rios are all great communicators. The successful SFV Awards Program is an example of what excellent communications brings to an event.



LARGE RESIDENTIAL MAINTENANCE winner is Groundcare Landscape Company (Ivan, Alex, and Francisco Salazar and three little ones.) Presenting for Sponsor Vineland Growers Nursery is Mickey Strauss.



LARGE HOA MAINTENANCE goes to Gothic Landscape (Kristin Hatfield and Colby VanWinkle). Presenting for Sponsor Ewing Irrigation is Ed Bernard.



MEDIUM HOA MAINTENANCE O.A. goes to Stay Green Inc. (receiving is Francisco Salazar). Presenting for Sponsor Arbor Jet is Wister Dorta (left).



DEDICATED – Mickey and Cindy Strauss – Mickey now serving as SFV Treasurer, and Cindy serving as President of SFV Auxiliary – never miss a chance to help the chapter and State CLCA every way they can.



CPC DIRECTOR SOUTH Ed Wallace networks with Julie Schwartz of Wilson Environmental, a Santa Barbara area CI Chapter member.



LEADERSHIP PERSONIFIED is this group of CLCA past and present State Presidents: Mickey Strauss, Tim Nord, Megan Rios, Pete Dufau, and Charles Nunley.



CENTERPIECE SPONSOR and SFV AM Rep Tom Lucas (left) enjoys the awards presentation camaraderie with Channel Islands Chapter President-Elect Ivan Salazar.



SMALL HOA MAINTENANCE winner is Gothic Landscape (Kristin Hatfield and Colby VanWinkle). Presenting for Sponsor Green Industry Co-op is Tim Nord.



SFV EXECUTIVE SECRETARY Jan Veis (right), who helped coordinate much of the Awards Program, is greeted and thanked by CLCA State President Megan Rios.

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Four Important Business Skills, from Page 7

think fast and when to slow down to tackle issues. Other service technicians taught me it all comes down to urgency. We think fast to triage the most urgent symptoms of a problem, then we slow down to find the long-term solution.

Fast thinking is excellent for day-to-day emergencies, too. Quick-thinking temporary solutions to immediate problems affords the technician time to think methodically about repairs, preventive maintenance, and other ways to improve the system long term.

Important Business Skill#3: Patience

In the instant information age, people expect quick answers and give up or get frustrated when they don't get them. I saw this impatience all the way through business school – and I was often guilty of it myself. If an account is failing, we brazenly get in there and try to save it; if it's more trouble than it's worth, we cut our losses and search for a new account. In this environment, immediate solutions are valued over patient processes. But not in the service tech world.

Patience is valuable in any business function because it's expensive to solve the same problem twice. Plus, patience adds to a positive company culture as employees gain a sense of accomplishment from taking their time to optimize, instead of sweating bullets and cutting corners.

Many of us get frustrated without quick emails, quick answers, or quick computational power from Google, whereas technicians get frustrated if they don't slow down. Their patience allows them to fix problems preventively, provide services under duress, and ensure their solutions are profitable and satisfactory.

Important Business Skill #4: Creativity

A misconception about trade professions is that they are simple, "square peg in a round hole" professions, but I find they develop more creativity than the average MBA. While many of my MBA classmates were good at thinking outside the box, the more skilled technicians I've worked with display next-level creativity because the obvious solutions are rarely the most effective.

One additional tip I've learned from the service tech field is that the fastest solutions often require the most creative thinking. If you approach a problem with an emphasis on saving time, you might end up with a more efficient and clever method.

Business school doesn't have all the answers

Service technicians have taught me valuable lessons and important business skills that are not congruent with a typical business school education. Through them, I have learned how to cultivate patience, creativity, and comfort with ambiguity. These skills have paid off in spades in my career, and I hope they will aid your career, too.

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8th Annual CLCA Channel Islands Chapter

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Friday, September 16, 2022

5 a.m. to 4 p.m.

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Join us on Friday, September 16 on the 65-ft. Coroloma Sportfishing vessel for a full day of fishing in the waters around the beautiful Channel Islands. The Coroloma is based out of Hook's Landing in the same general area as our previous fishing trips, but on the other side of the harbor.

Previous years' trips have sold out in a matter of days, so don't be left out. Get your reservations in now while there is still plenty of room for you and your fishing buddies.

Fill out the names of the anglers in your party if that has been decided. If not, call John Hernandez at (626) 715-1757 and tentatively reserve your spots. Fishing spots are only fully secured when payment is received.

Suppliers: bring your favorite contractors with you! Fishing is \$125 per person.

FISH ON!

Name #1 _____ Company _____

Phone _____ Email _____

Name #2 _____ No. of Angler(s) @ \$125 _____ \$ _____

Name #3 _____

Name #4 _____

IMPORTANT NOTICE: No ice chests, glass bottles, illegal drugs, firearms, or alcohol may be brought onto the boat.

IF PAYING BY CREDIT CARD:

Name on card _____ Signature _____

Card # _____ Exp. Date _____ Sec Code _____

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

Hook's Sportfishing
3550 Harbor Blvd. #115
Oxnard, CA 93035
(805) 382-6233

Thanks to our Sponsors so far:



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For more information: John R. Hernandez, CLCA Channel Islands Treasurer
eldoradowriters@gmail.com or (626) 715-1757

See page 15 for Sponsorship opportunities and benefits!



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

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Tapping Into the God Substance Within

I really enjoy reading, and some of my reading has me readjusting the thinking wheels in my head. I believe there is a creative substance that is known by many names, that I know as God. It is the Infinite Intelligence, the One Power, the Complete Life Essence of all that is. This substance is within every person as the source of all life. It is the gift of our Creator to us. It expresses itself through us by means of each one of us. We can tap into this source substance when we remember that our Creator is God, and it is "His good pleasure" to direct our desires to an accomplished result.

We all can stay on course with a positive attitude. This makes the God-Creator substance within each one of us – guided by the Divine Essence – turn mundane lives into extraordinary ones. It takes only moments to commune and connect with this Source within us all. You will find that doing so can be the best time of the day. In this understanding our evolution is remarkable as we align ourselves with the ability to comprehend the ever-present substance Source and to use it in all aspects of our life.

We all could say that we are Divinely inspired. Every moment presents another opportunity to know that everyone is always loved and guided by our Creator who resides within us all. Even the bulb with its outer rough skin knows within is the beautiful rewarding flower – it's just made that way.

Within every salient being is the beauty of the God substance. The gift is already given. Take time to look for it and accept it as yours.

You'll never be the same again.

– Namaste, Dave Junod

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

"We have an infinite amount of learn both from nature and from each other."

– John Glenn



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8th Annual CHANNEL ISLANDS CHAPTER

Deep Sea Fishing Trip

Friday Sept. 16 2022

Hook's Landing
3600 S. Harbor Blvd., Suite 115
Oxnard, CA 93035; (805) 382-6233

5 a.m. to 4 p.m.

Sponsorship Opportunities!

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Landscape Warehouse, José Robles

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Several Available!

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

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Thanks to our Sponsors so far:



For more information: John R. Hernandez, CLCA Channel Islands Treasurer
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