



# Valleyscape

Valleyscape is now available online! [www.eldoradocommunicationspublications.info](http://www.eldoradocommunicationspublications.info)

## 4 Drought Tolerant Plants that Repel Mosquitos

• See Page 8

## Weathermatic welcomes CLCA VIP Barry Elder to its Management Team

• See Page 8

**SFV Board teleconference  
meeting July 9, 10 a.m.  
You are invited to attend.  
Call Jan Veis at (818) 772-7233  
or email [sfvclca@gmail.com](mailto:sfvclca@gmail.com)  
for the link.**

PRSR STD  
U.S. POSTAGE  
PAID  
Pasadena, CA  
Permit No. 740

California Landscape Contractors Association  
c/o El Dorado Communications  
San Fernando Valley Chapter  
18466 Dragoneira Drive  
Rowland Heights, CA 91748

LandscapeProPac is a National Green Industry Specialty Program designed exclusively for the Green Industry by Landscape Contractors Insurance Services.

## Coverages Included in Package

- General Liability • Business Auto
- Inland Marine-Contractors Equipment • Property • Crime

## Residential and Commercial Coverages

- Landscape Maintenance
- Landscape Construction
- Synthetic Turf Installers
- Irrigation System Installation & Repair
- Arborists/Tree Trimming
- Hydro Seeding
- Nurseries and Nursery product sales
- Greenhouses
- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

## Program Highlights

- Tract home or multi-unit developments - Not Excluded
- Cranes, boom trucks and bucket trucks eligible
- New ventures OK with 3 years experience in the industry
- Multiple premium finance plans
- Flexible deposits and installment plans

## Services Included

- Dedicated Certificate Unit - 24 hour turnaround
- Customized claims oversight
- Claims handled by a leading National Claims Administrator
- Loss Control
- MVRs run for new hires
- LCIS Business Services (legal, HR, safety and more)

Brought to You by



Landscape Contractors Insurance Services, Inc.  
1835 N. Fine Ave, Fresno CA 93727  
Tel (800) 628-8735 Fax (800) 440-2378  
www.lcisinc.com CA LIC # 0755906





**San Fernando Valley Chapter  
2020 Board of Directors**

**PRESIDENT**  
Luis Casas  
Legacy Tree Care  
818-618-7703  
luiscasas@me.com

**CHAIRMAN OF THE BOARD**  
Steven Kinzler  
S K Landscape Design, Inc.  
818-345-0492 office  
818-345-0494 fax  
818-266-3828 cell  
skinzler@sklandscape.com

**VICE PRESIDENT PROGRAMS**  
Francisco Salazar  
Groundcare Landscape Company  
888-255-5755  
818-970-7592 cell  
francisco@groundcarecl.com

**VICE PRESIDENT MEMBERSHIP**  
Jennifer Nelson  
SnapFence LLC  
(661) 644-9619  
jennifer@snapfence.com

**SECRETARY**  
Natalie Balyasny  
Landscape Contractors  
Insurance Services, Inc.  
(818) 426-0521  
nbalyasny@lcisinc.com

**TREASURER**  
Josh Emeterio  
Specialized Landscape  
Management Services Inc.  
805-520-7590  
661-212-0595  
joshuae@slmlandscape.com

**BOARD OF DIRECTORS**  
Nelson Colvin  
Life Member  
818-400-9674  
nellie830@aol.com  
Rene Emeterio  
Specialized Landscape  
Management Services Inc.  
805-520-7590  
805-823-5603 cell  
remeterio@slmlandscape.com  
Mickey Strauss  
MSM Landscape Services, Inc.  
818-402-4500  
818-341-9236 fax  
MStrauss@msn.com

**AMO REP**  
Ted Sirkin  
Valvette Systems  
818-887-1866  
littlevalve@valvettesystems.com

**EXECUTIVE SECRETARY**  
Jan Veis  
818-772-7233  
sfvclca@gmail.com

[www.clcasfv.org](http://www.clcasfv.org)

**VALLEYSCAPE PUBLISHER**  
John Hernandez  
626-715-1757  
**NEW ADDRESS**  
18466 Dragonera Drive  
Rowland Heights, CA 91748  
eldoradowriters@gmail.com  
FAX 866-591-5093

**ASSOCIATE EDITOR/  
ART DIRECTOR**  
Jerry Robin 626-644-4239  
jrobinps2@gmail.com



**TYLER SMITH**  
Area / Marketing Manager

31011 AGOURA ROAD  
WESTLAKE VILLAGE, CA 91361  
(805) 498-6744 • (818) 889-2593  
FAX: (818) 889-9332 • (805) 499-7948

[WWW.SMITHPIPESUPPLY.COM](http://WWW.SMITHPIPESUPPLY.COM)  
[TYLERSMITH@SMITHPIPESUPPLY.COM](mailto:TYLERSMITH@SMITHPIPESUPPLY.COM)

**STATE AND LOCAL EVENTS**

*Don't miss any of these very important events!*

*Subject to Change – Check with Chapter Office First*

July	9	The Board is holding a teleconference meeting at 10 a.m. You are invited to attend. Call Jan Veis at (818) 772-7233 or email sfvclca@gmail.com for the link.
Sept.	18	Channel Islands Chapter and friends Annual Fishing Trip, Channel Islands Sportsfishing, Oxnard, details TBA
Nov.		CLCA Convention, Hawaii, details TBA



**Heat Warning!**  
Proactively Protect Workers  
To Avoid Cal/OSHA Citation

As temperatures soar, Cal/OSHA safety inspectors will be blanketing California to ensure that job sites are complying with "high heat" procedures to protect outdoor workers.



Review the information and regulation links in the text below to be sure you are up to date on compliance requirements.

In addition to the basic steps outlined by California's heat regulation for employers with outdoor workers, Cal/OSHA warns that heat above 95 degrees Fahrenheit requires additional precautions.

Among other measures, it is crucial that workers are actively monitored for early signs of heat illness. This helps ensure sick employees receive treatment immediately and that the symptoms do not develop into serious illness or death.

"During heat waves and whenever temperatures reach or exceed 95 degrees, employers must take additional steps to monitor workers for signs and symptoms of heat illness," Cal/OSHA warns. "Water, rest and shade can protect workers from the heat."

California's heat regulation requires employers to protect outdoor workers by taking these basic steps:

- Train all employees and supervisors about heat illness prevention.
- Provide enough fresh water so that each employee can drink at least 1 quart, or four 8-ounce glasses, of water per hour, and encourage them to do so.
- Provide access to shade and encourage employees to take a cool-down rest in the shade for at least 5 minutes. They should not wait until they feel sick to cool down.
- Ensure that emergency medical services can and will be summoned when an employee feels sick or exhibits signs of heat illness, such as nausea, exhaustion or mental confusion.
- Develop and implement written procedures for complying with the Cal/OSHA Heat Illness Prevention Standard.
- Online information on the heat illness prevention requirements and training materials can be obtained at Cal/OSHA's [Heat Illness web page](#). A [Heat Illness Prevention e-tool](#) is also available on Cal/OSHA's website.



**LUIS CASAS**  
SFV President  
Legacy Tree Care

## Be Part of the Change

**D**on't pretend there is not a problem. Racism is real and it affects our lives. We must not think it doesn't affect us.

Don't think that you can't be part of the change. Let's all be part of the change. Reach out, support a cause.

We all have a duty to care.

Our landscape companies' workforce in California can relate to many social inequalities. Please take the time this week to not just talk about work but also the challenges facing our communities. The protests are a legitimate recourse and there should be outrage to the events caused by social inequality. What is not acceptable is looting and criminal activity taking advantage of a serious

situation. It is our duty to not let our communities burn. We must stand and listen. Listen to what people are experiencing. We must first know the problem in order to help take action.

**Our landscape companies' workforce in California can relate to many social inequalities. Please take the time this week to not just talk about work but also the challenges facing our communities. The protests are a legitimate recourse and there should be outrage to the events caused by social inequality.**

The Covid-19 pandemic is putting lots of stress on our communities. The healthcare needed to help may simply be inaccessible to many middle and low income people. Many people have lost their jobs and businesses. The future may be uncertain and bleak. I wish I could say everything will be cupcakes, rainbows, and unicorns but it's not. It will take hard work, perseverance, and understanding. What I do know is the change that will come from this will make America stronger.

Stay Strong, Stay Safe, and Help Change America. – *Luis*

## Benefits of Errors and Omissions (E&O) Insurance for Contractors

Submitted by CLCA Insurance Solutions

**A**lmost every contractor carries some form of general liability coverage. While these policies can provide much needed protection for bodily injury and property damage claims that occur as the result of a contractor's work, they typically don't account for all forms of negligence. That's where errors and omissions (E&O) insurance for general contractors comes into play.

**Why E&O?** – Simply put, general liability policies aren't adequate enough to protect against errors and omissions claims, necessitating standalone coverage. In fact, most general liability policies exclude your work, your products and impaired property, creating significant insurance gaps. Making E&O insurance even more crucial, general contractors are particularly vulnerable to claims of negligence following unintentional damage to an insured party, impairment of property, damage to products or similar incidents

that can occur without warning during a construction project. Even simple complaints have the potential to escalate into costly legal disputes. What's more, courts often rule against contractors in claims related to errors and omissions and, without the proper protection, general contractors would have to cover the damages out of pocket.

E&O policies can help contractors close gaps in their insurance coverages, providing coverage for claims related to the following:

- Failing to deliver promised services
- Negligence in providing professional services
- Poor, incorrect or incomplete work
- Errors and oversights

Strong E&O policies can protect you and your business following a claim, helping you cover expenses related to court costs, lawyer fees and settlements. It should be noted that E&O insurance may not extend to your subcontractors, and you should encourage them to secure their own policies.

**Securing the Policy That's Right for You** – As a contractor, there are a variety of insurance products to consider. To ensure you are accounting for all of your unique risks – and to secure a policy that is tailored to meet your specific business needs – it's important to work with a qualified insurance broker. Contact CLCA Insurance Solutions today to learn more. *License 0172721*

**Dan Dvorak**  
Account Executive, So Cal  
11 West Court St., Suite D | Woodland, CA 95695  
855.662.2522 (CLCA) Toll Free | 530.662.1710 Fax

Dan.dvorak@arm-i.com  
Direct: 310.237.5474  
www.arm-i.com  
License CA# 0172721

Endorsed by: California Landscape Contractors Association

## 5 Rules for a Successful Water Audit *By Richard Restuccia, Jain Irrigation*

Using water efficiently is not just good for the environment; it's a good business strategy, and a successful water audit is the place to start. Reducing your water use can save you money on your water, energy bills, and cut landscape maintenance costs. Every property is different, but a water audit is one of the best places to learn about your water use.

Water audits provide a way to identify ways to increase water use efficiency. The results help prioritize steps to implement cost-effective water-saving measures. Conducting a water audit can help you save money by reducing your water bill and sewer bill. It is possible to cut your water usage by as much as 50 percent by implementing simple conservation measures and without drastically changing the way you water. A water audit provides a baseline to measure against your property for years to come so you can have meaningful conversations about water management.



### Ensure the proper functioning of the existing irrigation infrastructure

Understanding what you have to start with is key to the potential changes you will make and the return on investment of those changes. Many systems need improvement while others take a complete retrofit. An initial review of the system should include controller type and name, issues with the controller, number of stations in use, the total number of stations, year of manufacture, and a photo for reference. A mainline static pressure reading should be taken at this time, too, and all stations should be surveyed with a wet check.

### Identifying water-efficient components

Identify each zone on a map and inventory irrigation components. Note what types of plants you are watering. This is valuable for later recommendations. For example, when you find you are watering seasonal color with spray heads, this provides two opportunities to save. Annual color can change to perennials, and spray heads can be changed to drip irrigation. Also, note soil types and highlight changes in soil type.

### A proper water audit assesses landscape health

Is the overall landscape lush, healthy, wilting, stressed, spotted, or dead? Is there sufficient mulch? How is the general landscape maintenance? How much of the landscape is low/medium/high water use? Photos are an excellent tool here.

### Verify water savings potential

Review past water bills and compare them to water use if you were watering to meet the plants' water requirements. This is the best indication of overwatering and provides the estimates for how fast your improved irrigation system will pay for itself.

### Provide a water audit report with photo documentation, GPS telematics, and geotagging

The final report sums up potential savings. It prioritizes what changes offer the best results, and it provides a path to water savings. An audit provides crucial insights into landscaping

operations where previous property owners had to rely on best guesses and manual processes. These audit reports deliver actionable data to realize immediate bottom-line cost savings and recommendations for sustainable savings in the future.

A water audit should be fully customizable and help companies digitally centralizing the management of operational costs and controls outside the building. It is also a measurement tool for determining the performance

of the landscape maintenance. It ensures the success of a water management retrofit because it gives a baseline to measure progress and should be the first step you take on your water management journey.

**~KURAPIA~**  
**NEW**  
**DROUGHT TOLERANT GROUNDCOVER SOD**

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

**WEST COAST TURF**  
 Ask us about other water saving turfgrasses, too!

westcoastturf.com  
 888/893-8873

# No Boring Business Here! *From an Article by Rieva Lesonsky of GrowBiz in allBusiness*

## • Marketing Tips to Keep Your Business from Becoming 'Boring'

If you believe your business has gotten a little “boring” to you, try some of these tips to instill some new life into your same ol’ business. Even if you don’t find your business boring, try these tips anyway.

While marketing a business that’s in a dull field, or one that has become a little stale, does present a few extra challenges, it’s not impossible. In fact, with the right attitude, marketing such a business can actually be pretty interesting. Here are eight ideas to get you started:

### 1. Focus on the benefits

Often, entrepreneurs have trouble marketing a business because they focus on what they find interesting about their companies – not what the customers care about. Follow the old marketing advice to “focus on benefits, not features” in your marketing, and turn your perspective to the customers’ point of view. What does your business do for the customer?

### 2. Find the ‘people’ angle

Bringing a human factor to your marketing makes any business more relatable. This could include:

- Sharing the history of a multigenerational family business and how it changed over the years.
- Explaining what inspired you to start your business. Perhaps your landscape business sprang out of your childhood love of working in the garden with your parents.
- Sharing the stories of the people who work at your company. For instance, photos and short bios of the people customers will work with if they do business with you can make your business more interesting.

### 3. Emphasize social responsibility

Is your business involved in any community causes or charitable organizations that add interests? For instance, perhaps your dental practice focuses on serving special-needs children and adults, who

are often fearful of getting dental work. Or maybe you contribute free dental work to residents at a local homeless shelter. Sharing this angle of your business can make it stand out from others in your industry, especially when it comes to getting publicity for your business.

### 4. Differentiate yourself from your competitors

This is important for any business’s marketing. How are all the other landscaping companies marketing themselves? Check out their websites, ads and social media accounts and do something different.

### 5. Focus on your customers

Marketing that shares how your customers are using your product or service to change their lives/do something better/have more fun/be healthier is inherently interesting, no matter what your industry is. Make it a practice to gather testimonials from satisfied customers and get permission to use them as part of your marketing. You can even create videos interviewing customers about how your business has helped them. Encourage customers to

share content and post on your business’ social media pages. You can hold contests or surveys on social media to get more customer content.

### 6. Share information that’s interesting to your customers

What interests your customers may not interest the average person. It doesn’t have to directly relate to your product or service, just to their interests. Share the info in blog posts, email newsletters or social media. You’ll attract more people to your business website and hopefully get them to learn more about your products or services.

### 7. Think visual

Photos and videos make anything more interesting. Get creative with your images. Create a video of your crew installing a potential award-winning landscape. Show before-and-after photos and videos, and regularly change them up on your business website and social media accounts.

### 8. Promote yourself as an industry expert

When you interact with others in person, you have a chance to promote the human side of your business. Get out and get visible in the communities where your customers spend time, whether industry conferences, the local Chamber of Commerce or LinkedIn groups. Be helpful, start conversations and answer questions. Consider writing a column in your business association newsletter. As you develop a reputation as an industry expert, you’ll find more and more prospects are interested not only in what you have to say, but also in doing business with your company.

---

**Marketing that shares how your customers are using your product or service to change their lives/do something better/have more fun/be healthier is inherently interesting, no matter what your industry is. Make it a practice to gather testimonials from satisfied customers and get permission to use them as part of your marketing.**

---

Growers of Quality Sod Since 1969



Ruben Aranibar  
Sales Representative  
E-mail: raranibar@agsod.com  
Cell: (661) 965-2865

41120 40th St. East  
Palmdale, CA 93552  
Phone: (661) 274-9192  
Toll Free: (800) 669-4763  
Fax: (661) 274-2168

**You Need to Adjust** *By Jim Paluch, JP Horizons Inc.*

**Y**ou need to adjust ... it's time to adjust ... once you adjust ... if I could only adjust ... it's such an adjustment. It's very likely that those words have either run through your head or rung in your ears at some time, and you have actually learned to adjust either by choice or default.

We've written a couple of these newsletters around the topic of change in the past, but it wasn't until I thought about what it means to adjust that I saw the distinct difference. Today, with our lives in a complete upheaval due to Covid-19, change is the norm and how we respond to that change determines if we adjust to it in a positive or negative way.

Although we make many conscious choices to cause changes in our lives, multitudes of others are out of our control such as the one we are all living through at this time. The adjustments that follow each change determine if we are the victor or the victim of that change. I always thought that we adjust with time, and I guess in some ways we do adjust regardless. But is the end result of that adjustment finding us where we would really choose to be, or could we be found there by concession or by default because we didn't consciously choose to accept change with purpose?

When things are out of our control, can we be gracious, proactive, thoughtful, kind, caring, humorous, inspiring or energizing? When we adjust by letting life adjust us, could we simply be surviving the situation rather than actively choosing to move on in a positive direction?

If life is full of changes, it will in turn be full of adjustments, and we can only win when we allow our adjustments in thinking to be followed by positive actions. No one would choose to experience a pandemic or lose a loved one or have their job eliminated. From the changes that are necessary in a work environment to

life-altering experiences that we all might face, change is here to stay and adjustments are not optional. Consciously or unconsciously we adjust in different ways

to the change that surrounds us, and asking yourself the question, "What are the things that I can do to make this work?" could be the turning point to making a healthy adjustment.

With these thoughts in mind, I think I'll choose to adjust to life in ways that will take me to where I want to go. Why not welcome change and be excited about how well you are able to adapt and adjust!

*"Happiness comes from ... some curious adjustment to life."*

– Hugh Walpole, Sr.

*"Adapt or perish, now as ever, is nature's inexorable imperative."*

– H. G. Wells

*"When you're finished changing, you're finished."*

– Benjamin Franklin

*"Reasonable people adapt themselves to the world. Unreasonable people attempt to adapt the world to themselves. All progress, therefore, depends on unreasonable people."* – George Bernard Shaw

If you want to learn more about the power of PEOPLE SOLUTIONS THAT DRIVE BUSINESS PERFORMANCE, contact: JP Horizons Inc., 1927 County Road 1035, Ashland, OH 44805; Phone: (440) 352-8211; Fax: (440) 352-8225; e-mail: jim@jphorizons.com; website: www.jphorizons.com.



**JIM PALUCH**  
*JP Horizons*

**Although we make many conscious choices to cause changes in our lives, multitudes of others are out of our control such as the one we are all living through at this time. The adjustments that follow each change determine if we are the victor or the victim of that change.**

**RICHARD BARTO**  
TERRITORY MANAGER  
714-279-3171 / rbarto@villagenurseries.com  
www.villagenurseries.com

1835 N. Fine Ave.  
Fresno, CA 93727  
nbalyasny@lcisinc.com  
www.lcisinc.com  
**NATALIE BALYASNY**  
ACCOUNT EXECUTIVE,  
SOUTHERN CALIFORNIA  
P (800) 628-8735 Ext. 516  
C (818) 426-0521  
F (800) 440-2378  
CA LIC # 0755906  
Specialized Insurance & Business Services for Members of the Green Industry

## Weathermatic Announces New Director of Distribution

### • Barry Elder Brings 30 Years of Green Industry Experience to New Post

Weathermatic welcomes Barry W. Elder as Director of Distribution, California Region to lead business development in the largest U.S. sales market. Elder brings 30 years of Green Industry experience ranging from landscape construction to manufacturing (FX Luminaire) to distribution (Ewing Irrigation). Elder is committed to the industry as a California Landscape Contractors Association (CLCA) member for 20 years and has served on boards of numerous state and local organizations.

Elder will be responsible for building and managing a regional sales team while growing and maintaining existing and new business relationships with professionals in landscape construction and maintenance, wholesale distribution, irrigation design and consulting, landscape architecture, public agencies, institutions, and non-profit organizations.

“We are excited to double down on the California marketplace and invest in Barry joining the Weathermatic family and contributing to our ‘Water with Purpose’ mission! His energy and history of success in past endeavors speak for themselves.

Barry is committed to his customers and his passion for his work is impressive as well,” said Fred March, Weathermatic President of Wholesale Distribution.



**BARRY ELDER**  
Director of Distribution,  
California Region  
Weathermatic

Elder joins Weathermatic, the “World’s Leader in Smart Water Technology,” as it celebrates its 75th anniversary in business. Weathermatic designs and manufactures a full line of irrigation equipment exclusively for professionals who are inspired to take a water first approach in irrigation design, installation, and maintenance. Committed to the highest quality standards and best warranties in the industry, Weathermatic is known for the patented SmartLink Network as the most innovative equipment and cloud-based software technology ever produced for irrigation controllers and water management systems.

The Weathermatic Foundation is central to the Weathermatic “Water with Purpose” mission in providing clean drinking water to thirsty people in need around the world with over 20,000 lives saved and counting.

## 4 Drought Tolerant Plants that Repel Mosquitoes

*From an Article by Richard Restuccia, Jain Irrigation*

In 2016, the spread of the Zika virus caused a stampede of gardeners running to the nursery looking for plants that repel mosquitoes with the hope of lowering the risk of being infected with Zika. Summer is upon us, and although Zika is not such a problem this year, mosquitoes spoiling outdoor living still is.

It is true some plants do repel mosquitos, but unfortunately you are going to have to do more than just grow them in your garden to be successful at repelling mosquitos. To take advantage of the mosquito repelling effects of plants you are going to have to boil, burn or rub them on your skin. Burning or boiling the plants will help drive the mosquitos away for a short time. So, if you are eating out in the garden with friends or just enjoying some quiet time after work burning some sage or rosemary should provide some added protection and for most the odor is pleasant.

With herbs it is okay to just rub the leaves on your skin. It’s best to try them in a small area first to make sure you are not allergic to the herb. This is a great natural way to protect against mosquitos.

**Lavender** – This plant is an excellent go-to plant in any garden. It is hearty, looks great, and has a beautiful scent. The only thing it doesn’t like is too much water.



**Catnip** – Catnip plants grow to 3 feet tall, with a spread of 1½-2 feet. In the summer and early fall, they produce 3"-4" spikes of tiny white flowers spotted with pale purple.

**Sage (Salvia)** – This plant is tolerant of all kinds of soil. If you keep it in a sunny area it will do great, and it is drought tolerant too.

**Rosemary** – This plant works well as a ground cover, has a very pleasant scent and is also drought tolerant. It can stay in bloom year ‘round so it is perfect for high visibility areas of the garden.

Additional ways to cut down on mosquitos and save water:

- **Eliminate standing water in your garden.** Mosquitoes lay eggs in as little water as a bottle cap. Eliminate the areas that they can lay eggs, like saucers under plants, tarps and fountains.

- **Use fine wire mesh** to keep mosquitos out of your rain barrels.

Let’s stay safe out there, but don’t let pests keep us from enjoying gardens.

*If you enjoyed this article please consider subscribing to the blog or following me on Twitter @H2oTrends.*



## The Genius Within

In the beginning, God instilled within you and me the ability to co-create in our chosen vocation. It's a talent really, because most people can't do what we do. Oh, it can be enhanced through education, experience and even maturity, but our proficiency comes directly from our Creator.

The "successes" you enjoy come in a variety of ways and in an infinite number of forms. But they all begin when – in your heart of hearts – you speak your conviction of your desires – you think about, purpose and picture the intended result, knowing that you have the ability to make it so. And, there is a glimmer of light from within that guides it so. Anything less is alienated thinking. When you plant corn, you expect corn! Fulfilling good expectations is from within – much like from within the acorn, resides a majestic oak.

We all have to endure the bombardment and focus on the pandemic. With COVID-19 information, bulletins and medical information constantly on the radio and TV, there's no escaping it. God's work – which is manifested by means of us – is not accomplished by cowards not willing to follow rules and suggestions for the betterment of everyone. We all deserve nothing less. Yes, it is important to adhere to these recommendations, but must they be forced upon us like a bunch of second graders? The indi-

viduals "in charge" simply do not understand that we know what's best because the genius from within is complete, always, and guides and directs each person as necessary. We have risen above hard times before with new technology, caution, and a cure. And, I should add, Patience. That's the hard one. And we will do so again.



**DAVID JUNOD**  
*Sheridan Landscaping, Inc.*

Trust thyself – every heart dances to correct thinking, and error in thinking can be resolved and moved aside. The genius within every man and woman radiates knowledge and trustworthiness. This is what our Maker has bestowed within each of us. No doubt about it – it is irresponsible to think less, I believe.

As I have grown in age, made some mistakes, corrected errors, learned from great mentors, I have lived passionately – honored and blessed with my wife, Maria.

"Me-ism" first, sucks! Is the education at college that of fools? Or, is it that of manhood or womanhood? What we do is what I am concerned about, not what people think. I choose not to blur the impression of my character. And, of course...I AM OPINIONATED...and Love Does, always. – *Dave*

Sales • Rentals • Parts • Service

Your Southern California  
Compact Equipment Dealer



Call: Chris Chadwick at (805) 207-0632

[www.coastlineequipment.com](http://www.coastlineequipment.com)



**COASTLINE**  
**Equipment**

OXNARD  
1930 E. Lockwood St.  
Oxnard, CA 93036  
(805) 485-2106

SANTA MARIA  
1950 Roemer Place  
Santa Maria, CA 93454  
(805) 922-8329

SYLMAR  
12435 Foothill Blvd.  
Sylmar, CA 91342  
(818) 890-3353



**CLCA Insurance™  
Solutions**  
License 0172721

11 West Court St., Suite D  
Woodland, CA 95695

**Bill Deeble**  
Sales Agent  
bill.deeble@arm-i.com

Toll Free 1-855-662-2522 (CLCA)  
Fax 1-530-662-1710

Endorsed by:  License CA#0172721

WHOLESALE NURSERY  
GROWING GROUNDS

Phone (818) 348-9266  
Fax (818) 348-7699

## Green Thumb

**NANCY BERGQUIST**  
plantorders@gtgrowinggrounds.com  
twitter.com/GreenThumbGG  
www.gtgrowinggrounds.com



7659 TOPANGA CYN. BLVD.  
CANOGA PARK, CA 91303



**EL DORADO  
COMMUNICATIONS, INC.**

**NEW ADDRESS**

**JOHN R. HERNANDEZ**  
Publisher / CEO

18466 Dragonera Drive / Rowland Heights, CA 91748  
tel 626.715.1757 / fax 866.591.5093  
eldoradowriters@gmail.com

## Soil Analysis Service

- National Independent Certified Lab
- Analysis Recommendations with Graphics

Reports can be send via email or U.S. Mail

- Fast Turnaround • Consulting Services



**GROPOWER<sup>INC.</sup>**  
www.gropower.com

909-393-3744 • Fax 909-393-2773 • 15065 Telephone Ave., Chino CA 91710

**Reach Your Target Market  
ADVERTISE WITH US!**  
Call John Hernandez (626) 715-1757

In our pursuit of  
Quality  
we never cut corners.

*Genuine*  
**MARATHON SOD**



When you want the Best  
**1-800-532-3489**  
www.sod.com

**CLCA MEMBER  
ADVANTAGE**

## Between a rock and a hard place?

**Call the CLCA Legal Hotline!**

Whether you have a contract dispute or another rocky situation, **CLCA's Attorney on Retainer** is a helpful resource to get your questions answered — one of the many benefits of CLCA membership.



 [clca.org/benefits](http://clca.org/benefits)



**Ryan Yamini**  
Sales Manager

1633 Staunton Ave., Los Angeles, California 90021 U.S.A.  
Cell: 310-780-3026  
Office: 213-747-4500  
www.coronalighting.com  
E-Mail: ryan@coronalighting.com ■ sales@coronalighting.com

**Call Our Advertisers First!**

A-G Sod Farms . . . . . 6  
 Birch Equipment Finance . . . . . 11  
 CLCA Insurance Solutions . . . . . 4, 10  
 CLCA Member Advantage . . . . . 10  
 Coastline Equipment . . . . . 9, Back Cover  
 Corona Lighting Inc. . . . . 11  
 El Dorado Communications . . . . . 10  
 Green Thumb Super Garden Centers . . . . . 10  
 Gro-Power . . . . . 10  
 Kellogg Garden Products . . . . . 11  
 Landscape Contractors Insurance Services . . . . . 2, 7  
 Landscapers Advantage . . . . . 11  
 Smith Pipe & Supply . . . . . 3  
 Southland Sod . . . . . 10  
 Village Nurseries . . . . . 7  
 West Coast Turf . . . . . 5

**San Fernando Valley Chapter  
SPONSORSHIP RECOGNITION**

---

**BRONZE SPONSOR  
LCIS**

**Thank you for your support!**

**RICK SACKS**  
Territory Manager

CELL: 805-260-5794  
FAX: 805-934-2223  
VM: 800.417.0202  
Ext. 5239

EMAIL:  
ricksacks@kelloggarden.com

350 W. Sepulveda Blvd.  
Carson, CA 90745  
800-232-2322  
www.KelloggGarden.com



Helping people create beautiful landscapes and gardens. Since 1925

CDI # 0B64616



**Text for a Quote!**  
**562.682.0606**

**LANDSCAPERS  
ADVANTAGE**  
COMMERCIAL INSURANCE PROGRAM

Proud member of CLCA  
and an  
Endorsed broker  
of the HAA




- 24 Hour Approval
- Competitive Rates
- 90% Approval Rate
- Up to 5 or 6 Year Loans
- No Pre-payment Penalties
- Flexible Acceptance Policy
- Loan Refinancing Available



**FINANCING VEHICLES &  
NEW & USED EQUIPMENT**

Call Janet Schoenfeld at  
**(800) 959-3701**  
or visit  
**www.birchfinancial.net**



**JOHN DEERE**

**COASTLINE**  
*Equipment*

# See Coastline Equipment for Your Compact Equipment Needs

**0% APR for  
60 MONTHS\***



TAKE DELIVERY OF ANY OF THESE MACHINES BY JUNE 30, 2020  
AND RECEIVE 0% FINANCING FOR UP TO 60 MONTHS!



\*Offer ends June 30, 2020. Prices and models availability may vary by dealer. Some restrictions apply; other special rates and terms may be available, so see your dealer for details and other financing options. Available at participating dealers.

## California

Long Beach, CA (562) 242-7400 · Bakersfield, CA (661) 399-3600 · Oxnard, CA (805) 485-2106 ·  
Santa Ana, CA (714) 265-5500 · Santa Maria, CA (805) 922-8329 · Sylmar, CA (818) 890-3353

## Idaho

Jerome, ID (208) 324-2900 · McCall, ID (208) 634-3903 · Meridian, ID (208) 888-3337

## Nevada

Elko, NV (775) 777-7070 · Las Vegas, NV (702) 399-2700

[www.coastlineequipment.com](http://www.coastlineequipment.com)