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COVER PHOTO

SFV ROUNDTABLE ON MARKETING was held May 26 at Landscape Warehouse Van Nuys. Among the VIPs at the event were CI President-Elect Ivan Salazar, Landscape Warehouse owner Jose Robles, and SFV President Francisco Salazar. The SFV Chapter and friends thank Jose for hosting the outstanding and well-attended event. (See page 2 for more Roundtable photos.)



SFV LANDSCAPE BEAUTIFICATION AWARDS DINNER

- Saturday, June 25
- Grand Vista Hotel, Simi Valley. 5:30 p.m.
- Register at www.clcasfv.org. – Calendar page



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MARKETING SECRETS, GREAT FOOD AND FRIENDSHIP AROUND AT SFV ROUNDTABLE



LANDSCAPE WAREHOUSE VAN NUYS was the site of the May 26 SFV Roundtable Discussion. Part of the welcoming committee were CLCA Ambassador Charles Nunley and Landscape Warehouse VIP Juan Gutierrez.



CI CHAPTER PRESIDENT Kyle Hillendahl, SFV Associate Member Rep Tom Lucas, and Landscape Warehouse owner Jose Robles join in the friendly and informal atmosphere at the outdoor event.



SFV TREASURER and Past State President Mickey Strauss and SFV President Francisco Salazar were featured speakers at the Roundtable. Both contributed mightily and got the conversation started.



GETTING MORE INVOLVED CI President Kyle Hillendahl is glad to hear that Juan Gutierrez of Landscape Warehouse is becoming more active in CLCA activities. Juan is a former AM Rep.



CPC DIRECTOR SOUTH Ed Wallace was the other informative featured speaker. State Secretary/Treasurer Alex Salazar (right) was praised for his successful marketing and technology ideas and programs.



BIG TENT was a gathering place for meeting old friends and making new ones. (It eventually filled.) Charles Nunley chats with Ken and Iris Bragar (foreground) as others catch up on the latest Green Industry news.



SOUTHLAND SOD REP Norm Lopez begins a discussion on the new water restrictions, as Past SFV President Rene Emeterio (to Norm's right) and others join in the heated debate.



PAST SFV PRESIDENT Ken Bragar discusses San Fernando Valley landscaping with Landscape Warehouse owner Jose Robles.



BOUNTIFUL RAFFLE organized by raffle expert Juan Gutierrez brought some oods and abhbs as lucky winners collected their nice prizes.



LANDSCAPE LEGEND Oliver Holt and wife Regina participated in the evening's discussion about marketing member businesses. Oliver also brought up how he markets his Christmas Tree business.



ORANGE COUNTY CHAPTER Past President Ed Wallace and Charles Nunley from the LA/SGV Chapter came out to support the SFV and left with big smiles and raffle prizes.



CELEBRATING A SUCCESSFUL CLCA and Landscape Warehouse event by releasing some pent-up energy are good buddies Jose Robles and Norm Lopez. It was a great event.



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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

- June 25 Landscape Beautification Awards Dinner, Grand Vista Hotel, Simi Valley 5:30 p.m. Register at www.clcasfv.org. Link is on the calendar page.
- July 7 SFV Board Meeting, 10 a.m. via Zoom.
- 9 CI Chapter Family Beach Day at Harbor Cove Beach in Ventura, 12 noon. Bring your beach towels, your lunch, and your kids. SFV Chapter members are welcome.
- 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. Details TBD
- Oct. SFV Auxiliary Education Scholarship Auction TBD
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. Holiday Party TBD

Celebrate Summer with the CI Chapter

- **July 9 Family Beach Day at Harbor Cove Beach, Ventura**

Don't miss the CI Chapter Family Beach Day Saturday, July 9 at Harbor Cove Beach in Ventura. Things get started at 12 noon. Bring your beach towels, your lunch, and your kids. Water and sodas will be provided by the Chapter. CLCA members from surrounding chapters are welcome.

Harbor Cove Beach has its own parking lot, bathrooms, and a visitor center that is friendly for children. Visit <https://www.nps.gov/chis/planyourvisit/visitorcenters.htm> for information.

Call CI President Kyle Hillendahl at 805-864-0836 and let him know that you will be attending.

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FRANCISCO SALAZAR
SFV Chapter
President
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Successful Night

Hello San Fernando Valley CLCA members! First and foremost, I want to give a special thanks to Jose Robles from Landscape Warehouse. Thank you for allowing us to use your site and for providing delicious food for all that attended. Also thank you for inviting your clients and others to the

event – some of whom are potential members – which made the Roundtable even more successful. I would also like to thank John Hernandez who helped set everything up and guided the meeting perfectly.

It is events like this that get me excited to be part of the CLCA association, to see so many new faces and everyone networking and talking about similar interests.

I appreciate the participation in our Roundtable Discussion from our members who were able to attend. Thank you for sharing your ideas and your wisdom.

It is events like this that get me excited to be part of the CLCA association, to see so many new faces and everyone networking and talking about similar interests.

SFV Awards Dinner June 25

Don't miss our Landscape Beautification Awards Dinner Saturday, June 25, 5:30 p.m. at the Grand Vista Hotel, 999 Enchanted Way in Simi Valley. If you have not yet registered for our Awards Dinner, please do so as soon as possible. Go to www.clcasfv.org, there is a link to register on the calendar page. See you there.

As always, if you are interested in joining the association or our Board of Directors, please do not hesitate to contact us to guide you through the process. Remember the more active you are the more rewarding the experience.

Thank you all! – Francisco

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Freedom from Fear *From an article by Mark Matteson, Sparking Success*

If you find yourself full of fear, try the following Five Strategies that appear in my book, "Freedom from Fear."

- 1) F.E.A.R. is an acronym. False Evidence Appearing Real. It's a feeling and feelings are not facts. Moreover, they are temporary.
- 2) Did you know that one square mile of fog is only 12 ounces of water? When we are driving our car and we come across a fog bank, most people slow down, some even stop. It's only water. It's temporary. Fog is like Fear, it comes in many forms: doubt, worry, indecision, anger, judgment, prejudice and hate. Slow down, take a breath, and ask, "What am I afraid of?"
- 3) Ask yourself, "What is the worst thing that could happen if what I am worried about comes true?" Write it down. Then ask "IF then..." If then, could I live with that? Would I survive?
- 4) Make a list of all the things you are worried about. Write them all down. Then come back tomorrow and see how you feel. Colin Powell would do this when he was five star general. He said, "Things always look different in the morning."

Slow down, take a breath, and ask, "What am I afraid of?"...Ask yourself, "What is the worst thing that could happen if what I am worried about comes true?"

- 5) The opposite of FEAR is FAITH. F.A.I.T.H. is also an acronym: Forgiving, Accepting, Intentional, Thankful, Humble! Have faith. Pray and Meditate. If prayer is talking to God, meditation is listening.



MARK MATTESON
Sparking Success

Babe Ruth said, "Never let the striking out get in your way." He ought to know. He holds the record for the most strikeouts, 1,330! He also hit 714 Home Runs. The most painful and debilitating fear is the unknown. Get the facts from the right sources.

Mark Matteson is an inspiring speaker and the author of the international bestseller, Freedom from Fear, now in its third edition. His company, Sparking Success, is located in Edmonds, WA. Phone: (206) 697-0454.

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JOSÉ ROBLES
Owner
Landscape Warehouse

Staying Ahead of the Changes *By José Robles, Owner Landscape Warehouse*

Life brings with it opportunities, and you must be prepared to act on them when they come along. You take the right classes, you get the right licenses, you align yourself with the right suppliers, and you make sure you can “staff up” when that opportunity becomes a reality. In a sense, you take control of the future by preparing for it today.

But what if the things that come along are out of your control? Then what? Take inflation, for instance. Everyone said it was coming. You could GET AHEAD of some of the changes it would bring – and limit the damage it costs businesses and other sectors of life – or you could sit around and watch your money erode. We chose to take action by stocking up while prices were low on some items and practicing wise inventory management with the rest.

Once we saw gas prices beginning to rise, we began to route our deliveries in ways that saves mileage and better manages our fuel costs.

Now we have these insane water restrictions to deal with. (I believe they're partly political.) We're an irrigation store, should we just close up until the rains come next winter? I don't think so. We just remodeled our Altadena store to better deal with the conservation needs of our customers and their clients. Other locations will follow. We may even hold classes on best ways to manage maintenance accounts during this restriction period: best equipment to use, best supplements, best techniques, and more.

Even though much of this is out of our control, we can still prepare for them and lessen their harm. We might even find new ways of making additional income. Like they say, “turning lemons into lemonade.”

Speaking of our Altadena store, drop by if you're in the area and let them know you read about them here. Check out our new lighting room and all our other renovations.

They're located at 757 Woodbury Rd., Altadena; (626) 398-1799.



**LANDSCAPE WAREHOUSE
ALTADENA**

SFV Roundtable Discussion a Big Hit

We very much enjoyed hosting the San Fernando Valley CLCA Chapter, and members of surrounding chapters at the SFV Marketing Roundtable May 26. There were great ideas from speakers and guests at our Van Nuys store, along with delicious food, a nice raffle, and lots of camaraderie. We'll have to do it again sometime. See you soon. – José

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Five Legal Issues That Could Sink Your Business

From an article in allBusiness by Atty Tony Crighton Small Business Attorney NYC

Owning a business comes with many rewards, but it also carries its fair share of troubles and issues. Of all the issues that a business owner may face, perhaps none are more problematic than issues of a legal nature. This is perhaps because legal issues have the ability to easily kill a business, and depending on the nature of the issue, can affect the business owner in their personal capacity as well. The following are five potential legal issues that every business owner should be aware of:

Employment laws

Even the individual who starts out as a one-person business may eventually end up employing additional people as the business grows. Once this happens, the business has the added responsibility of ensuring everything regarding its relationship with its employees is handled above board and in line with any and all tenets of the law.

From number of working hours and work environment to time off and dismissals, there likely is a law that regulates these actions. It is up to the business owner to ensure he or she is aware of whatever these laws might be, and to ensure their business is not in violation of them. Ignorance of the law is no excuse.

Ethics laws

Ethics laws are arguably some of the easier laws a business may unwittingly run afoul of without realizing it is doing so. This is because ethics can be a “grey” area – what might be considered ethical to some may be considered unethical by others. If a business owner does not consider a business-related issue to be unethical, he or she may continue operating in such a manner when the law clearly thinks and says otherwise. And as the law is no respecter of persons, the person who conducts any unethical activity prohibited by law will likely be punished if caught.

Within the context of a business, ethics can apply to practically every functional business area: finance, human resources, sales and marketing, contractual agreements, and much more. Thus, it’s easy to see how a business easily can run afoul of an ethics law without knowing it.

One example of an unethical business practice is price fixing. Three local bakeries, for instance, may jointly decide on charging the same price for the bread they sell. When a number of companies collude to “fix” the price of a product they all sell, the government sees this as reducing competition in the market and ultimately not being in the best interest of the consumer.

If a business violates ethical laws put in place by the government, it may simply be slapped with a fine or some other penalty for which it can easily recover from. However, other types of ethics violations may see the repercussions play out in the public space. In this age of social media and instant access to information, the credibility of a business can suffer in the eyes of its customers or with the general public that may refuse to do business with the company in question.

Customer protection laws

Customer relationships are often one of the most important factors affecting the success of a business. Yet, these relationships often can be delicate and fraught with difficulties. It is perhaps for this reason, and more, that laws were put in place to regulate and manage the relationships between consumers and businesses.

More often than not, laws are more likely to be on the side of the customer than the business. These laws are often designed to protect consumers from the unfair, and even abusive practices, of some businesses. Some of the customer protection laws that exist today cover a wide range of topics, including privacy rights, product liability, misrepresentation, and unfair business practices.

Just like any of the aforementioned areas of law, violation of consumer laws can have a devastating impact on a business, ranging from large fines being slapped against it to having its business license suspended, as well as individual or even class action lawsuits.



Continued on page 10

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Five Legal Issues, from Page 9

Intellectual property laws

Today where the vast majority of businesses have some type and form of digital footprint, there is an increased risk of unknowingly violating an intellectual property law. Intellectual property laws are those laws that are designed to protect the intangible or “intellectual” creations of other people, and include things like music, literature, symbols, content, designs, and images.

Immigration audits

Businesses should be aware there are laws in place regulating the employment of non-citizens or non-permanent residents of the United States, and violation of such laws often carry stiff penalties. The U.S. government may conduct surprise immigration audits and can impose large fines on companies found to be in violation of immigration-related laws. The onus, therefore, rests on the business owner to ensure its employees have the legal right to work in the country.

Conclusion

In addition to the areas mentioned, there are numerous other legal issues a small business could be faced with related to tax, competition, licensing, and more. It is important to be proactive in knowing what the laws are and how violating them could affect your business.

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Thinking About Thinking

I believe there is One Creative Power in the Universe. Scripture states, "In the beginning, God." And the Gospel states, "In the beginning was the word and the word was with God and the word was God." I find these concepts converge. God as our Creator expresses through our thinking at the level of our understanding. We all are surrounded by a spiritual substance that when consciously you think of a desire to experience you send the message to your subconscious and it acts upon the manifestation of that which you desire out of this God substance that is there.

The creative force that conceived us all is the same power to create. Just as the soil in one yard has the same creative potential as the same soil blocks away. The soil is not creative because it is your soil. It is creative because it was made that way. Our individual creative activity is understanding and using this creative substance that is limitless, and "plant" that which we desire.

Our power is universal, it is not exclusive. We all use the same power. It is my understanding that our ability to control our lives is not due to a divine providence outside of yourself but comes only from within you.

A universal principle exists for all. What we think about without any restriction the creative force objectifies. I guess that would mean to be careful as to what you're thinking...thoughts can restrict you, I have found. God, our Creator, does not play favorites. The rain falls on the just and the unjust. The sun shines on all alike.

Within a seed is its own germination. Within your thinking is the power to experience what is being thought. You do not have to make your thinking creative. Our Creator has already done that.

Success is not a chance experience but one of practice and skill. Your world is your thinking objectified. Namasté

– Dave Junod



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