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Unique Lighting Systems®

“Fundamentals of Lighting” Webinar Training

- Thursday, March 25, 5–6 p.m.
- Hosted by SFV Chapter
- See Page 8 for registration link
- (Online edition: [Click HERE to register](#))

SAVE THE DATE!

Online Pesticide Educational Course

- April 22, 3:00–5:00 p.m. via Zoom
- Hosted by Channel Islands Chapter
- See page 12 for more information
- All Chapters invited to participate

COVER PHOTO – Are you throwing away profits?
 Recycled lumber and salvaged wood can add
 beauty and interest to your projects, like this one
 from Groundcare Landscape Company. Turn trash
 into treasure! Story and more photos on Page 4.

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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

- March 25 Lighting webinar with Unique Lighting Systems. See Page 8 for details.
- April 21 SFV Board Meeting, Noon via Zoom. Contact Jan Veis for Zoom link
- 22 Pesticide educational course via Zoom. Earn DPR approved and CPUs. Regional event organized by CI Chapter; all chapters invited, see page 12.
- June 17 CI Chapter and neighbors visit to San Marcos Nursery in Santa Barbara area. SFV members welcome. TBD
- Sept. 17 Channel Islands Chapter and Friends Annual Fishing Trip. Details to come.
- 24 Regional Golf Tournament with Channel Islands Chapter, Tierra Rejada Golf Club, Moorpark TBD
- Nov. CLCA Convention in Hawaii scheduled for November 2021



SFV Chapter Sponsorship Opportunities Available

The SFV Chapter values your membership and involvement in our local chapter and would like to offer you an opportunity to participate in our Sponsorship Program. As a Sponsor, you will receive an array of benefits and opportunities to support our chapter as well as receive recognition for yourself and your company.

Because of COVID, we are not able to list the benefits of Sponsorship in detail yet, but they will include such things as promotion on our website and in the Valleyscape Newsletter, recognition at chapter events, cost of admission/participation in future chapter activities...and more.

Interested? Of course you are. Call Jan Veis at (818) 772-7233 for more details. Thank you in advance for your continued support of the San Fernando Valley Chapter.

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Think Conservation...Even with the Recent Rain

Spring is just around the corner, so let's get ready to prepare our landscapes for summer. Although we have had some rain here and there it still is not enough to get us out of a drought. With this information, we should all prepare to educate our clients and customers on how to deal with our gardens with water conservation in mind. Our work should focus on keeping gardens pretty with less water

and dealing with the very warm weather that is expected.

As landscapers, we rely on keeping things pretty outside without excess watering and hardscaping. If you are uncertain as to how to go about it, then look to your peers and friends. There are many CLCA members and associates that are willing to help out and give recommendations, many in fact have a lot of presence on

social media like Facebook and Instagram with great videos and posts to help everyone out.

Our work should focus on keeping gardens pretty with less water and dealing with the very warm weather that is expected.

So, during this time let's make a checklist to use as each new season approaches. As you begin checking things off you should feel proud and continue throughout the year. Yes, things are still a little out of the ordinary and the new norm is still settling, but let's not stop persevering.

For now, have a great month and keep your head up while things are starting to open up and new events will start to get programed in our association. We look forward to a golf tournament in September and other events to see our friends once again in person.

Don't forget to attend the Unique Lighting Systems online lighting seminar on March 25 and the Pesticide Educational Course hosted by our friends at the Channel Islands Chapter. It is set for April 22 from 3-5 p.m. See page 12 for details.

Stay safe. – Francisco

Trash to Treasure: Reclaimed or Salvaged Wood

With the price of wood escalating, and with Covid inflicting occasional damage to the bottom line of many landscape companies, it's nice to see the clever folks at Groundcare Landscape have turned trash into treasure. They have given new life to the salvaged wood from some of their projects, using it in a variety of ways that enhances their landscapes with wood's beauty and utility.

Reclaimed wood or salvaged wood is simply wood that's been salvaged from old structures, meaning it's eco-friendly and comes with built-in patina (and a little grit). This wood can come from centuries-old siding from a New England barn, massive beams from an abandoned warehouse, wide-plank flooring from an old schoolhouse, or simply weathered boards from an old fence you tore down in your last landscape project.

Featured here are some of Groundcare's recent salvaged wood creations.



Two Business Growth Strategies to Help You Stay in Business During Hard Times

By Richard Weinberger, PhD, CPA

Every part of the globe has felt, and is still feeling, the ill effects of the worldwide pandemic. Businesses in practically every segment of the economy have been negatively affected. Sales are down, employees have been laid off, and supply chains continue to be interrupted. What used to be the normal course for most businesses is now far from normal.

While some government assistance programs will help some businesses survive, other companies will be forced to close or declare bankruptcy. However, for the businesses that can outlast the economic downturn, their business models will likely change forever. From a positive standpoint, these forced changes can result in a business becoming more efficient and more profitable, leading to a brighter future.

Small businesses must become more creative in their efforts to thrive during these difficult times, and think about two crucial words that can give their companies a necessary boost: **diversification** and **adaptation**.

Diversification

Businesses that were accustomed to doing the same thing over and over again without change (same products, same services, same sales efforts, same pricing, same customer service ... basically, same everything) will find themselves at the back of the pack rather than leading the pack. While change is imperative and good for business, keeping operations the same can result in business stagnation. In today's economic environment, businesses cannot afford to remain stagnant.

This is the time for small businesses to be entrepreneurial and creative when thinking of business growth strategies. Rather than operating in the same way they have operated in the past, businesses must develop new models that retain parts of the past and capitalize on the future to become different, better, and unique.

Diversification is certainly one element that can contribute to business growth. This is a process of expanding or varying the range of products or services a business offers. This might include offering related and value-added products and services, or even adding a completely different line of products and services.

Basically, anything that allows a business to become more diverse will increase the opportunity for future sales and growth – not only with current customers, but with prospective customers. Diversification allows the typical target market to be expanded into new markets with additional products and services offered.

Adaptation

Adaptation is another key factor that is important to the long-term success of a small business. In today's rapidly changing world, adaptation in business means adapting to the local and global environment, altering business operations to the market forces, and modifying existing products and services to meet the needs of customers and evolving new and different markets. While many

employees continue to work remotely and customers adhere to isolation policies, businesses can either adapt to the current situation or even close due to lack of business. Businesses that understand the need for adaptation and learn how to adapt will build stronger foundations for the future.

While some changes in the way companies have to conduct business now may be temporary, many of these changes will become permanent. Customers, as well as employees, will find a new comfort zone with many of the adaptations that have been implemented and will not want to return to previous business models. Curbside pickup, home and business delivery, free and priority shipping, Zoom conferencing, livestreamed demonstrations, upgraded technology, telehealth calls, online selling, and more flexible payment options are here to stay.

Even big businesses need smart business growth strategies

The effects of a weak economy and a changed business world have caused new business models to surface that never would have been considered six months or even a year ago. Although it is certainly not easy to change the normal operations of a business, with some forethought and ingenuity on the part of business owners and managers, those who try may be rewarded. Not all new ideas will be successful, but simply keeping the status quo may not be enough to sustain the profitability of a business that is feeling the sting of an ever-present downturn in business.

While change has always been present in business and more of an option than a necessity, change today is now necessary. From small businesses to large businesses, local businesses to global businesses, change is ever present. Small businesses only have to look at the examples of some very well-known large businesses (J.Crew, Gold's Gym, Neiman Marcus, JCPenney, Hertz, Brooks Brothers, California Pizza Kitchen, to name a few) either filing for bankruptcy protection or announcing major downsizing in the last year in order to understand if large, well-known, well-established businesses can fail, so can a small, local business.

Diversification and adaptation can certainly be elements contributing to the success of a small business. They may also be the salvation of small businesses that are trying to survive. It is great being better than the competition but being different and unique certainly creates a competitive advantage that every business seeks.

Richard L. Weinberger, PhD, CPA has over 30 years experience as a management and financial consultant dealing exclusively with small businesses. Dr. Weinberger, an international speaker, currently serves in the capacity as the Chief Executive Officer of the Association of Accredited Small Business Consultants.



RICHARD WEINBERGER,
PhD, CPA

...anything that allows a business to become more diverse will increase the opportunity for future sales and growth...



JONATHAN GOLDHILL
CEO
The Goldhill Group

Defining Your Purpose *From an article by Jonathan Goldhill, The Goldhill Group*

During any shift of leadership, there is bound to be a bit of disruption. Going into any situation without a clear strategy and vision is reckless, but when we're talking about taking over a family business, there's a lot at stake.

Having a clear, strong, and identifiable purpose is a way to inspire your managers, employees, and customers to join you on your journey. And the truth is, you're

going to need them. A well-defined purpose and vision provide a strong basis for growth, one that's often much stronger than money.

As Simon Sinek once said, "If you hire people just because they can do a job, they'll work for your money. But if you hire people who believe what you believe, they'll work for you with blood and sweat and tears." And that is what your vision can do.

Today I want to talk to you about purpose, number one in my 7 P's Playbook – and hopefully inspire you to start thinking about

what your business actually does. Of course, there's lots more detailed information in my new book, *Disruptive Successor*, so I encourage you to purchase the book if you're left wanting more.

Why Purpose Is Powerful!

Defining your purpose is critical. Even though you are taking over the family business, yours is likely very different from your

parents' version. It's also important because people want to work for an inspired leader with a vision. You need to believe in the business before your managers, employees, and customers believe in you. You need to find your purpose and communicate it to those around you.

A Purpose Higher Than Profit

Can you articulate what your business does, actually? Here's a hint – it's much more than the industry you're in. You might be engaged in a landscaping business, for example, but what are you really focused on? Your mission, your

purpose, is so much more than the business you're in.

One of my clients, Justin, was getting ready to take over his family's landscaping business.

Justin had grown up in the business, but he had interests and ideas that were quite different from his dad's when he took it over. His father had started the company to support his family while doing something he enjoyed, but Justin was most passionate about business, leadership, and community involvement.

When we started working together, Justin's initial thoughts on purpose was perhaps to provide a path to citizenship for new immigrants. However, after talking about it, his true purpose became clear. Justin wanted to raise the bar – not just in the landscaping industry, but within the company itself and out in the community as well. He wanted to improve his employees' lives, deliver a superior product to his customers, and uplift the community by getting involved in things that mattered to them. That was his real purpose. Everything else flowed from there.

Are they in the landscape business? Or are they in the business of elevating people and the community? That's what purpose is all about. You might think initially it's about making money – and that's got to be a by-product – but you've got to find your why first. Everything else, your longevity, success, the potential for growth, and profitability, hinges on that.

Built to Last

In building a business that will last and inspire people to follow you, you'll need to look closely at the founder's purpose. You might have to reinvigorate it, or you might have to start from scratch with your own. So how are you going to do it?

Consider your people first. No matter how incredible your vision is for the future, you need to gain your employees trust first.

Having a clear, strong, and identifiable purpose is a way to inspire your managers, employees, and customers to join you on your journey.

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Continued on page 9

Five Benefits of Drip Irrigation *From an article by Richard Restuccia, Jain Irrigation*

If you are interested in reducing water use while increasing yields or improving the look of your landscape, drip irrigation is the best choice for you. Drip irrigation delivers water and nutrients directly to the plant's root zone; Drip irrigation increases yields while saving resources such as water, fertilizers, and energy. Landscapers can save their customers money on water and fertilizers while improving the look of their landscape. As water and labor costs rise, more and more growers and landscapers are shifting to drip irrigation.

Reduced Water Use

The number one reason to use drip irrigation is water savings. Users of drip irrigation apply just the right amount of water directly to the root zones. Water is not wasted by evaporation, runoff, or overspray, common to other forms of irrigation. Drip irrigation systems are often more than 90% efficient than spray, rotor, or flood irrigation which normally falls into the 35% to 50% efficient.

Irrigation efficiency is the amount of water taken from the water source actually used by the crop or plant. A highly efficient system like drip irrigation takes water from a source and uses almost all

for the plants' water. A spray system, for example, maybe only 45% efficient, meaning most of the water evaporates before it hits the ground or falls where the roots of the plants don't reach. This is highly inefficient.



Improved Plant Health

Drip irrigation allows flexibility for water use when it is required. If you have various plants needing different amounts of water, you can easily customize drip irrigation to provide just the right amount of water for each plant. Other irrigation systems provide the same amount of water to all plants overwatering most of your plants. Overwatering plants contributes to plant disease.

Efficient Use of Fertilizer

Typically, less nitrogen is needed when using drip irrigation. Because the drip system spoon feeds water to plants, less fertilizer reaches past the root zone. Fertilizers can be injected into the drip irrigation system and provide consistent nutrients to plants. This microdose with every irrigation is more successful than bi-weekly fertilization that often shocks the plants.

Continued on page 12

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UNIQUE LIGHTING SYSTEMS® FUNDAMENTALS OF LIGHTING WEBINAR

CLCA San Fernando Webinar Training March 25, 2021 - 5 pm - 6 pm PST

Many contractors are unsure when it comes to designing a lighting portrait. This course will teach contractors the fundamentals of lighting design related to fixture placement and wire design. We will discuss installation techniques that have led to award-winning lighting projects. We will also review the different levels of light, contrasting fields, and how light reacts with different mediums.

Webinar Will Cover:

- Do's and Don'ts of Lighting Design
- How to "Create a Lighting Portrait"
- How to Install a System to Last a Lifetime
- Why Every Project Needs Landscape Lighting

Please Register at:

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(Online edition: Click [HERE](#) to register)

Registration is limited to 100 participants.

For more information, please contact Scott Donoho: 805-990-9587



Defining Your Purpose, from page 6

You'll need to connect them to your message and vision, showing competence, caring, and character. When you connect with their hearts as well as their minds, they will respect you and follow where you lead.

Scaling up requires a team of people who are as committed to the purpose as you are. When people believe in and are passionate about what they do, few things will get in their way. There's no question; if you get your people right, you will get all the right things done.

Why is Purpose So Powerful?

Grand visions change attitudes. They inspire action and keep people aligned to a common goal. Much more than that, they also keep the focus on how you plan to achieve those goals. When you have a well-developed vision, it becomes a guide for setting priorities, making decisions, and evaluating progress.

The vision... provides a big-picture view of where the company is going and where it will be a few years from now.

What's Your Vision?

The vision statement is future-focused. It provides a big-picture view of where the company is going and where it will be a few years from now. They are also specific enough to support decision-making, both in the short-term and the long-term.

When I work with my clients, their vision statements are a one-page document that looks at short-and-long-

term plans for the company and strategy. They include corporate values that reflect what they believe in and outline milestones over time, from 90 days to a year, three years, five years, and so on. They articulate why the business matters and what makes it different. It inspires employees and shareholders alike, demonstrating that the company has goals beyond just making a profit.

For your vision to be alive in the organization, you need to sell it. Communicate it often, share your passion. Share your purpose.

To get started, request access to our Why Worksheet at www.DisruptiveSuccessor.com, and to learn more, get a copy of the book, *Disruptive Successor*.

Please help get the word out to teachers and their deserving students about our LEAF Scholarship Fund. Applications due by April 15.



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In 2020, 9 deserving California college students received scholarships from our LEAF scholarship program.

LEAF's scholarships help make education attainable and boosts our industry's next wave of leaders.

Our scholarship winners come from a variety of 2-year and 4-year colleges across California. You can learn about our 2020 scholarship recipients here: <https://www.clca.org/news/leaf-awards-scholarships/>

Will you help us spread the word so students know of this scholarship opportunity?

If your class is meeting virtually, we are available to speak about the LEAF scholarship and how it has helped students achieve their goals.

The deadline to apply is April 15, 2021.

Please share this link with students and encourage them to apply!

clca.org/leaf



We recognize many classes are virtual due to the pandemic, but if you would still like a LEAF scholarship poster or more information about LEAF, please email us at leaf@clca.org.

Thank you for your help. Together we can help students get the funds they need to continue their education!



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Ewing Recognized as 2021 Employee Engagement Best Practice Award Winner by DecisionWise

By Veronica Biczó, Ewing Director of Marketing Communications

Ewing Irrigation & Landscape Supply was recently recognized by DecisionWise, a US-based employee engagement firm, as a top-performing organization through its 2021 Employee Engagement Best Practice Awards. Ewing is one of four organizations that received the award based on a review of over 10 million survey responses in the DecisionWise international employee engagement survey benchmark database.



“We are grateful to receive this recognition. At Ewing we are obsessed with delivering our family of teammates an engaging environment. We do not only measure the levels of engagement, but we actively make improving teammate engagement a strategic priority. It’s fulfilling to be recognized as a top performer when it comes to organizational engagement. Thank you, DecisionWise, for the honor and thank you to all our fantastic teammates for making Ewing an awesome organization to be a part of,” said JR Richards, Ewing EVP of Talent Resources.

Results were analyzed by measuring the number of fully engaged, key contributing employees, the number of opportunity groups and the number of disengaged employees in each organization using a set of employee engagement anchor questions. Those organizations with the most fully engaged and key contributor employees were eligible to receive the award. Final winners were confirmed by evaluating the overall culture of the organization as well as best practices and company initiatives that contributed to the scores.

DecisionWise recognizes Ewing because it exemplifies best practices in employee engagement, both through its annual employee engagement results and through its actions to create an engaged workplace.

“These awards help remind our team that what we do matters, and it is certainly a privilege to help organizations improve their experiences. However, while we get to play a small role in the journey, the lion share of the credit goes to Ewing for its hard work and commitment. We are honored that Ewing trusts us to serve them,” said DecisionWise President, Matthew Wride.

About DecisionWise

DecisionWise is an employee engagement firm specializing in building engaged employees at the organizational, team and individual levels using assessments, feedback, coaching and training. DecisionWise services include employee engagement surveys, 360-degree feedback, engagement leadership coaching and organization development. DecisionWise was founded in 1996 and is privately held. With offices in the United States and Brazil and affiliate offices throughout the world, DecisionWise operates in over 70 countries and conducts surveys in over 30 languages.

About Ewing

Ewing Irrigation & Landscape Supply is the largest family-owned national supplier of landscape, irrigation, agronomic, aggregate, hardscape and water management products. As your business partner, we offer products and education for irrigation and landscape, turf and land management, outdoor living, sports fields, golf and sustainable solutions. Our nationwide network of friendly, knowledgeable staff helps green industry professionals discover products and services for business success.

When routes are uncertain, update your map

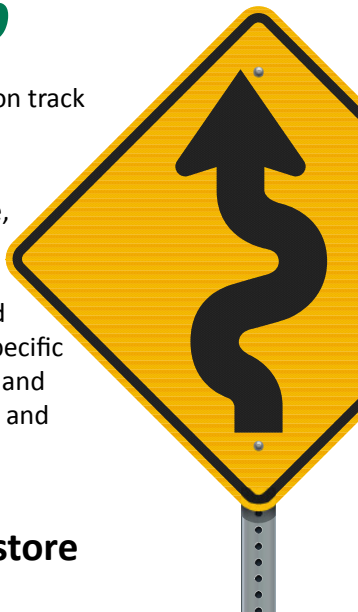
Communication can stay on track by keeping your company policies up to date.

Available at clca.org/store, the fully customizable **Employee Handbook** is created in Microsoft Word and features guidelines specific to the landscape industry and includes all required state and federal policies.



clca.org/store

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Helping people create beautiful landscapes and gardens. Since 1925

How the CLCA Makes Us A Better Contractor

By Alex Salazar, Groundcare Landscape Company

Have you heard the expression, “What would you do if you knew you couldn’t fail?” It’s a loaded question that usually leads nowhere. Eight times out of ten you begin daydreaming of building a spaceship or a time machine. Best-selling author on marketing and leadership, Seth Godin, says a better question to consider is: “What would you do even if you knew you would fail?” In other words, what is something that means so much to you that you would sacrifice part of yourself for it?

If I were to attribute Groundcare Landscape’s success over the last few years to something, it would be to the heart my brothers and I have put into it. The success of the business is very meaningful to all of us. There are other reasons we have been successful too. Among the top five I would say is our active involvement in the California Landscape Contractors Association (CLCA). The CLCA is a not-for-profit trade association that was formed in the early 1950s to protect and champion the scope of work allowed under the C-27 (landscape contractor) license.

Being Active

The decision to be active in this trade association is what makes a difference for us. There is an old saying that comes to mind... “You only get out of something what you put into it.” Well, simply put, we’re putting into the association by being active volunteers. CLCA has hundreds of members throughout the state. Only a fraction of those are active volunteer members. These are the people that help keep the organization alive. We joined CLCA in November 2013 and made the decision to be active members four years later. We’ve seen the fruits of this commitment in the success of our company ever since.

My brothers and I each serve in different chapters within CLCA. Francisco serves as President for the San Fernando Valley Chapter. Omar serves as President for the Kern County Chapter. Ivan serves as Secretary for the Channel Islands Chapter. I’m serving as Chairman of the Board for the Los Angeles/San Gabriel Valley Chapter. This year I am also serving on the CLCA state board as Secretary/Treasurer. Needless to say, we are committed and as active as can be!

Volunteerism

As a family we learned the importance of volunteering early on. My father, Javier Salazar, helped create and lead a volunteer group that accomplished great things for his hometown in Mexico. Over a span of three years, they remodeled the junior high school in their community and installed a new potable water deposit that has provided 24-hour clean water for the last 20 years. Most of the organizing and fundraising was done here in Los Angeles and our dad made sure we participated. We would print and sell tickets and organize all sorts of fundraising events. Because of this, we witnessed their accomplishments as teenagers from beginning to end. We learned how good it felt to give back and volunteer.

Being a part of CLCA makes us feel good. We feel like we are giving back into the industry that provides for our livelihoods. The

CLCA also allows us to work collaboratively on local volunteer projects to better our community. We have received local and state recognition on several humanitarian projects that we’ve had the honor of being a part of.

How CLCA Makes Us Better

Imagine attending a class in school as a freshman where your classmates are as smart or smarter than you are. It is a mixed class of freshmen and seniors. The seniors know the material better because they’ve been exposed to it longer than you have. They have solved problems you haven’t even learned of yet. You are all there because you enjoy the class. The Freshmen are learning something new, and the seniors learn more while also helping others. All want to be successful. That’s how the CLCA is.

We don’t compete in the local CLCA chapters. In fact, most of us cover different areas in the region. Also, for the most part, we each have a different specialty inside the trade. This makes it easy to share work scenarios with each other and help one another solve problems. Many of the conversations have to do with small issues like “what’s your favorite irrigation controller?” or “how does your team start their mornings?”

Sometimes small things turn out to be big. For example, when we were curious about using a business software to help manage our company, we learned about LMN from a peer. At the time, it was a total game changer for us. It taught us to build company budgets and to price jobs accordingly. This was leaps and bounds ahead of simple pricing where you priced your labor at X per hour because your competitor did. It also provided a definitive answer to the question: “How low can I price my work?”

Being a multi-owner company and learning how to interact with each other in a more professional manner has been transformational. Our local chapters have taught us how to properly run board meetings. In turn, we’ve implemented board meetings into our company and find that having them at least once a month keeps us more organized and on track. Knowing our officer roles helps each of us to prepare for meeting discussions. Taking minutes of the meeting keeps everyone accountable. There is a comfort in knowing that everything is recorded and can be referenced at any point in the future.

During times of uncertainty, we tend to lean into things that we know and people we trust. In the past year, our relationship with CLCA has proven to be imperative to our success. We have been able to lean into the organization when we needed guidance. I am grateful for all the work our peers have referred to us as well as the support they have offered when we needed it. We look forward to much more learning and growing as individuals and professionals!



ALEX SALAZAR
Groundcare Landscape Co.
Board Chair, LAISGV
CLCA Secretary-Treasurer

Pesticide Educational Course via Zoom

April 22, 2021 • 3:00-5:00 p.m.

Zoom link in next issue

Cost: \$20 for CLCA Members • \$40 for Non-Members



Join the CLCA Channel Islands Chapter from your computer in this online course, which will cover Pre- and Post-Emergent Herbicides, plus Insects and Grubs (1 hour each).

CEUs from DPR are available.

Hosted by: Bill Blackman, PCA
Juliet Partida, QAL
Evan Moffitt, PCA

All Chapters are invited to participate!

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Five Benefits of Drip Irrigation,

continued from page 7

Drip Systems Are Flexible

Drip systems are adaptable to oddly-shaped fields and landscapes or those with uneven topography or soil texture. Drip systems, because they are literally more flexible, allows growers and landscapers to customize a system when needed easily. This often results in higher efficiency in systems.

Cost-Effective

Installation and maintenance of drip systems are almost always less than the other irrigation methods. Following a proper drip design, less labor is needed, and overall material cost is usually less. Contractors and growers will see increased productivity and lower costs as a result. For landscape contractors, they can also position themselves as a company interested in saving water – attracting more customers.

Drip irrigation's popularity will continue to grow as contractors and growers share drip irrigation benefits with others. Increased education and awareness are also key. Drip irrigation's role as a significant water-conserving irrigation method will continue to grow rapidly as more growers and landscapes experience drip irrigation's benefits. Jain Irrigation offers several helpful training videos on the subject.

~KURAPIA~

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Looking for Inspiration *From an article by Jim Paluch, JP Horizons*

Here is a challenge for you, from where you are sitting at this very moment. I am going to ask you to stop reading, look around, and see how many things you can identify that first began with an idea in someone's head either to create something totally new or to make something that existed...better. Go ahead and try it.

Did you find something? Unless you are sitting in the middle of the woods or an ocean, you may have found more things than you can count, and if you are sitting in a remote location, you have to look no farther than the device you are reading this e-newsletter on to identify at least one.

The fact is that innovation is all around us to the point that we can take it for granted. It may never enter into our minds to consider the person who through years of seeking a solution moved from failure to failure without loss of enthusiasm or by a chance observation ignited a flash of neuro-connectors in their brain and sparked the, "What If?" question. Isn't the real story of innovation and the things you identified around you really found in the person who created those things?

I am inspired by innovators: those people who have the unique ability to look beyond what currently exists, to identify a need and then step back into the present and take action to make the future happen. They seem to be a mixture of mad scientist, renegade, marketer, tinkerer, dreamer, and analyst all put into a package that is held together by their willingness to work until they bring about the reality they recognized before anyone else could.

What is Inspiration?

Let's consider for a minute the concept of inspiration. Think about it. It is a powerful word in all of its forms . . . INSPIRATION, INSPIRING, INSPIRED. The root of the word is SPIRIT. We do not talk about spirit much in business, and I was inspired to look up the dictionary definition of the word and found "the vital principle or animating force in all living beings." WOW! With that definition in mind, I concluded when we are inspired, we are ENERGIZING the vital principle or animating

force within us.

Inspiration becomes the fuel in our own gas tanks. And, just like in a car, we can fill the tank up and run for a certain

number of miles and then must stop again to refuel. It is a concept we all can understand in our cars: no gas...no

go! I am not sure we completely understand that in our own "vital principle or animating force." The car does not take itself to the gas station; we make the effort to stop, get out, take the few minutes to fill it and get in ready to go. The same is true for INSPIRATION. We must be willing to make the effort to fill our own tanks.

Looking for inspiration in everything, making the effort to become inspired, and using that inspiration to move us in a positive direction in our own journey is a fundamental characteristic to success and happiness.

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) 352-821; Fax: (440) 352-8225; jim@jphorizons.com; www.jphorizons.com.



JIM PALUCH
JP Horizons

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Now is the Time

Now! Just as the flowers turn to the sun in the morning, so it is with our infinite creative intelligence as it bursts with the creative activity within each of us. In our chosen vocations and allied support areas, we all have a successful, productive life when we use our innate talents and knowledge in all that we do.

You, we, all work with a clear intention and a clear vision to excel personally and professionally in each chosen field. Each endeavor of achievement gives us a deeply satisfying sense of accomplishment. We all love what we do and doing what we love inspires us and those we work with. Most of the time, it brings greater purpose and causes us to rise above the ordinary. We all co-create our many opportunities and successes in the many ways that express our individualities.

I believe we all work with passion and purpose that makes a difference to our world. I know that our Creator – God – imbued within each and every being, the impeccable ability to co-create. Even with the bulbs that we plant they do what is within them and love what they do with the rewarding glory of the blooms. The experience of one's life flows through and around us all the time, lovingly expressing the oneness of all life back to us. The challenge is to remain awake and aware in the Now, enjoying today's blessings and opportunities. Tomorrow never comes.

The consciousness of beauty within reflects outwardly in the work that we each produce. It's love made manifest! Yes, Love Does, always and all ways. There is one loving Presence, and we are an avenue to express this Presence. We demonstrate our

being co-creators by the creation of landscaping brimming with beauty and in the maintaining of that beauty. We are creative beings because we are God's wonder-filled creation.

“Work is love made visible.”
– *Kahlil Gibran*

“There is only one world: The world pressing against you at this minute. There is only one minute in which you are alive. This minute here and now. The only way to live is by accepting each minute as an unrepeatable miracle.” – *Margaret Jameson*

Namaste – *Dave*



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