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"How to Prepare an Award-Winning Landscape Project"

*presented by
Richard Cohen via Zoom*

- Thursday, March 31, 2 p.m.
- Check www.clcasfv.org for details

Supplier Showcase and Technology Summit

- Thursday, April 28, 3–6 p.m.
- All Around Landscape Supply, Carpinteria
- See flyer on page 2



Enter Your Best Projects in the SFV Landscape Beautification Awards

- Entry forms now available online at www.clcasfv.org
- Entries due April 18, Judging May 5-7
- Awards Banquet set for June
- Story on Page 2

COVER PHOTO

Richard Cohen's award-winning design for the Rappoport Project.

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Enter Your Best Projects in the SFV Landscape Beautification Awards

- **Entry forms now available online at www.clcasfv.org**
- **Entries due April 18, Judging May 5-7**
- **Awards Banquet Set for June 25 in Simi Valley**



The San Fernando Valley Chapter of CLCA invites you to participate in our 61st Annual Landscape Beautification Awards Program. Now is the time to prepare your projects for entry into any one of the many categories including installation, renovation, and maintenance, water features and night lighting. We have added a Special Award for Turf as well this year. We invite all CLCA members in the region – San Fernando Valley, Channel Islands and LA/SGV Chapters to participate.

Awards will be presented at a banquet on June 25, at the Grand Vista Hotel in Simi Valley. A networking reception and a delicious dinner will culminate with an exciting multi-media presentation of all entries, and of course, the presentation of the Landscape Beautification Awards. Invitations to the banquet will be mailed in early May.

Entry forms and more information are available at www.clcasfv.org. Entries are due April 18, 2022. No entries will be accepted after April 28, 2022. All entries must be mailed and accompanied by a check. Faxed or emailed entries are not acceptable.

You're Invited!

Supplier Showcase and Technology Summit

Thursday, April 28, 3–6 p.m.

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See and hear So. Cal Suppliers describe how their companies use technology to make, market, and deliver some of the best products and services in the Landscape Industry.

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Although this event is organized by the Channel Islands Chapter, CLCA members and contractor guests from all So. Cal chapters are welcome to attend.

THIS EVENT IS FREE TO CONTRACTORS!

\$300 FEE FOR SUPPLIERS who want to participate, demonstrate their products and services, and discuss their use of technology with attendees from the entire region.

To reserve your spot now, either as a supplier or as a contractor, call CI President Kyle Hillendahl at (805) 864-0836, or State President-Elect Evan Moffitt at (805) 616-9858.

Other details are forthcoming.



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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 31 How to Prepare an Award-Winning Landscape Project – Richard Cohen. Hosted by SFV Chapter, 2 p.m. via Zoom. All neighboring chapters invited.
- April 6 **WEDNESDAY** Board Meeting 10 a.m. via Zoom.
- April 28 Supplier Showcase and Technology Summit, 3-6 p.m. All Around Landscape Supply, 4760 Carpinteria Ave., Carpinteria, CA 93013; (805) 684-3115. Hosted by CI Chapter. **FREE TO CONTRACTORS**. All area chapters invited. TBA
- May 5-7 Landscape Awards Judging.
- 26 Roundtable Discussion on “How our members market their businesses.” The **FREE** event starts at 6:30 p.m. and includes dinner; hosted by Landscape Warehouse, 7053 Valjean Ave., Van Nuys, CA 91406; (818) 387-6445).
- June 25 Landscape Beautification Awards Dinner, Grand Vista Hotel, Simi Valley. Organized by the SFV Chapter but all area members are invited to attend. Details to come.
- Sept. SFV Golf Tournament, Tierra Rejada Golf Club, Moorpark. TBD
- 16 Channel Islands Chapter & Friends Deep Sea Fishing Trip, Hook’s Landing, Oxnard, 5 a.m.
- Oct. SFV Auxiliary Education Scholarship Auction TBD
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. Holiday Party TBD

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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
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Let's Prepare

Hello fellow San Fernando Valley members. Thank you to those who attended our Covid webinar last month. We hope you learned a lot from that event.

This month we will be presenting Richard Cohen in a virtual talk. He will advise us as to how to get our landscape projects ready for judging in the SFV Chapter's Landscape Beautification Awards Competition. Judging

will take place May 5-7 and the Awards Banquet will be held June 25 at the Grand Vista Hotel in Simi Valley. It's time to prepare your various properties, applying advice from multi-award winner Richard Cohen. Don't hesitate to register and get some award-winning pointers.

Early May is just around the corner for judging, so hurry and sign up several of your sites for the competition. Even if you are not entering a project, please attend our Awards Banquet June 25 to network and see the exceptional work of our contractor members, and to celebrate with the winners. So, mark your calendars and

contact us for additional information. Also, check out our website www.clcasfv.org for details and for entry applications.

Associate Members, we are still looking for a few more Sponsors to help make our Awards Program the best ever. Call a board member and let them know you want to be a Sponsor of this great event.

In preparing our businesses for the present and future world turmoil, we need to apply the ideas that come out of the May 26 Roundtable Discussion on "How our members market their businesses." This can't miss FREE event is sponsored by Landscape Warehouse and will take place at their Van Nuys store, at 7053 Valjean Ave., Van Nuys, CA 91406; (818) 387-6445). It will be a great place to

interact with other landscapers and learn different ways for all of us to better our businesses.

Please follow our social media platforms for more updated information on our events, and do not forget to like and share our posts. – *Francisco*

Early May is just around the corner for judging, so hurry and sign up several of your sites for the competition.



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New Bills Emerge Impacting How We Do Business

By Jay Martinez – CLCA Legislative Director

Our bill introduction deadline has come and gone and 2022 has 2,130 legislative bills pending in the State Assembly and State Senate. Of those, 128 are currently being tracked for CLCA.

While it is tempting to think the bill introduction deadline means no more new bills, CLCA stays ever vigilant due to the Legislature's use of "spot bills." Spot bills are legislative bills that are introduced but still need the detail language inserted. Essentially, they are introduced to meet the deadline and are holding a spot for the real legislative language to be added at a later date. CLCA continues to monitor these spot bills to see if they materialize into legislation we need to take advocacy action on.

In the time since my last update to you, the Governor and Legislature reached agreement on a package of bills including supplemental paid COVID sick leave of up to 80 hours per employee. CLCA just held a webinar on these COVID changes, including sick leave. If you missed it, it is in the members section of the CLCA website and you can view it on demand.

In reviewing the scores of new legislation, here are a few bills of interest:

SB 1162 (Limon-D): Employment: salaries and wages.

Places new and burdensome reporting requirements on all employers of 100 or more employees or sub-contractors by requiring detailed information on pay rates, demographics, and related characteristics.

It requires the pay data report to include the median and mean hourly rate for each combination of race, ethnicity, and sex within each job category. It requires employers with multiple establishments to submit a report covering each establishment and establishes civil penalties of up to \$200 per employee for failure to comply. It requires the Department of Fair Employment and Housing (DFEH) to publish each private employers pay data report on an internet website available to the public.

AB 2182 (Wicks-D): Discrimination: family responsibilities.

This bill would further expand the California Fair Employment and Housing Act (FEHA) and is practically identical to AB 1119 which CLCA has already opposed. It would expand the FEHA to protect characteristics that include "family responsibilities," defined to mean the obligations of an employee to provide direct and ongoing care for a minor child, other family member or anyone else the employee has a close caring relationship. This greatly expands the FEHA and would create a bonanza in discrimination litigation opportunities.

While it is tempting to think the bill introduction deadline means no more new bills, CLCA stays ever vigilant due to the Legislature's use of "spot bills."

AB 1872 (Low-D): Election day holiday.

This bill adds the day on which a statewide general election is held, which is the first Tuesday after the first Monday in November of any even-numbered year, to these lists of state holidays. It requires public schools, community colleges, CSU and U.C. to close campuses on a day on which a statewide general election is held. It requires state employees be given time off with pay among other provisions.

AB 1874 (Smith-R): Contractors: unlicensed work.

This bill would authorize a person who is not licensed as a contractor to advertise for construction work, or a work of improvement covered by existing law if the aggregate contract price for labor is less than \$500, and the person states in the advertisement that they are not a licensed contractor. Current law sets the threshold at \$500 but includes labor, materials, and other items.

AB 1949 (Low-D): Employees: bereavement leave.

This bill would make it an unlawful employment practice for an employer to refuse to grant a request by an employee to take up to 5 days of bereavement leave upon the death of a family member. The bill would require that leave be completed within 3 months of the date of death and that it be taken pursuant to any existing bereavement leave policy of the employer if one exists.

AB 1993 (Wicks-D): Employment: COVID-19 vaccination requirements.

This bill would require an employer to require each person who is an employee or independent contractor, and who is eligible to receive the COVID-19 vaccine, to show proof to the employer that the person has been vaccinated against COVID-19. This bill would establish an exception from this vaccination requirement for a person who is ineligible to receive a COVID-19 vaccine due to a medical condition or disability or because of a sincerely held religious belief and would require compliance with various other state and federal laws.

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Hold On...E-Ticket Ride Ahead!

In the early days of Disneyland, patrons needed to buy books of tickets to be used on the various attractions. The tickets came in different colors with a big, bold letter signifying on which group of rides they could be used. The E-Tickets were the best ones and got you on all the major rides, including the big rollercoasters. The term remains as something adventurous, long after its original meaning is no longer. *(Ask someone over 50!)*

Well, tighten your seat belts because we are entering a business time of year that could have more ups and downs and sideways jerks than the scariest rollercoaster you have ever been on.

I recently met with a major manufacturer of landscape products and equipment, and we discussed the present and future difficulties impacting all of us in the landscape industry. Because of distribution backlogs, skyrocketing fuel costs, and mandated wage increases – along with dollar-weakening inflation and employee scarcity – making an accurate business forecast is almost impossible. Add to that the continuing Covid restrictions and uncertainty of the war in Ukraine, and the planning for our future keeps being pushed aside by more immediate things like just trying to exist in these turbulent times.

But plan we must...suppliers in stocking up for the busy spring season, and contractors by making sure you have all the things needed for those future award-winning projects you just contracted to do. Those of us in the landscape industry are a resilient bunch, creative and hard-working. We will overcome these “temporary” difficulties, just like we have overcome so many others thrown our way in the past.

One way to help overcome is by improving your craft by attending multi-award winner Richard Cohen’s Zoom seminar **“How to prepare an award-winning landscape project,”** on **Thursday, March 31 at 2 p.m.** The free event is hosted by the San Fernando Valley Chapter, but members from all surrounding chapters are invited to attend. Register at www.clcasfv.org.

How to better market your services will also help you secure a more prosperous future this year. Therefore, Landscape Warehouse is hosting the San Fernando Valley CLCA Chapter’s **May 26 Roundtable Discussion on “How our members market their businesses.”** The FREE event starts at 6:30 p.m., includes dinner and is hosted by Landscape Warehouse, 7053 Valjean Ave., Van Nuys, CA 91406; (818) 387-6445). Hope to see you there.

By working together, sharing contacts and information, and using the benefits of CLCA membership and its political clout, you just may turn this business rollercoaster ride into a victory lap in the park. Remember, you are not alone. *¡Juntos, sí se puede!* – José

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Asking Questions to Generate Good Ideas

From an article by Jim Paluch, JP Horizons

With a clear and focused question, it does not matter if we generate a new idea or recall an idea from the past because we are just looking for the best answer to that question. The clarity of our question will more than likely bring about more than one answer.

Asking the right question will bring new ideas that take us to unexplored territories, it will enable us to recall ideas that have been so precisely stored in our brains that they come back with vivid clarity and relevance, and then it will result in a hybrid of both: a new, unique idea blended with one of vivid clarity that gives us the opportunity to ask another question... "What is the best idea that can be implemented to bring about the most effective solution?" We now have choices because we asked a great question that causes creative thoughts to rise on the horizon and did not just force "the sun to rise."

Our challenge as leaders is to ask clear questions that inspire ideas and unique answers that produce solutions led by actions. We make progress by accepting the responsibility to produce results ... and asking questions will take us there. In the past, we have had owners and leaders explore the value of asking themselves Brain Probe Questions that ensure unique answers will surface and results will happen. Below are a few brain probe questions you can use to inspire yourself and your team.

Questions to Inspire You:

How many can I develop and put into action that will...

- keep the dream of my business alive and growing?
- allow everyone in the company to work smarter?
- allow me to keep the Mission Statement on the hearts and minds of every person associated with the company?
- help us dominate our market niche through outstanding customer service?
- always have the company working with the most qualified clients?
- separate us from the competition?
- consistently introduce technical and personal skills in such a way that it teaches everyone to think?
- measure and draw attention to the positive results that the team is achieving?
- move the entire organization out of our comfort zones to grow and learn?
- incorporate aggressive and progressive team building approaches to attract aggressive and progressive team members?
- radically improve the company?
- that will allow the company to create, understand, and adhere to the systems that help the company successfully function?
- create energy and opportunity for everyone in the company through recognition of their efforts?
- create the best possible career experience for everyone?
- grow the individuals that will lead the company in the future?
- that will allow all my dreams to come true?



JIM PALUCH
JP Horizons

"How many ideas can I develop and put into action...?" Could the solution to jump starting creativity in ourselves, our team, or our family be as simple as adding this phrase in front of the stated solution we are seeking? YES! As long as we believe it is. We are engaging our brains, and that amazing computer we all possess will deliver what we ask of it if we only have enough courage to take action on the answers it will provide us.

"Solutions are all simple when you arrive at them."

– Robert M Pirsig

"The art and science of asking questions is the source of all knowledge." – Thomas Berger

"Judge a man by his questions rather than by his answers."

– Voltaire

"The value of an idea lies in the using of it." – Thomas Edison

"When all think alike, then no one is thinking." – Walter Lippman

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.

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How to Successfully Rebrand Your Business

From an article by Alicia Galan, Content Manager at Sunbird Creative

Your brand is just like any other relationship. It's complicated. It's natural to take a step back from your brand and rethink things every once in a while. It's part of a healthy business life cycle.

If something feels off with your brand, pay attention to your intuition, but don't let your imagination run wild. While you probably need to adjust your brand, it doesn't necessarily mean changing your entire business. A rebrand could be minor, such as simply refreshing a brand's look and feel after a long period of time; it could also be major, requiring you to redefine your goals and target market.

Whatever the scope of the rebrand, the process doesn't have to be overwhelming. Follow these four tips to prepare yourself for a rebrand.

1. Pinpoint the source of your discomfort

The most important thing you can do before taking on a rebrand is deciding what needs to be changed – and what doesn't.

Take out a fresh page piece of paper or turn to a new page in your business notebook. Try to remember the times your brand has made you feel uncomfortable: Was it when you were on your website home page, or when you heard a friend describe your business all wrong, or when you hesitated to pull out your business card? Write down as many uncomfortable moments that you remember.

Next, make three lists: (1) things you love about your brand, (2) things you're neutral or have mixed feelings about, and (3) things you wish you could change. Start as general as you like but try to get as specific as you can.

Take your time with this exercise. It's a chance to review all your brand assets and get a handle on all those feelings about your business you may have been suppressing for the sake of getting things done – whether they're feelings of pride or feelings of anxiety. Simply by doing this exercise your brain will start to notice and clarify new things on its own.

2. Rediscover your ideal client

Remember that your brand isn't about you, the business owner; it's about your customers. Your offerings exist to serve them, and your marketing is always about resonating and connecting with them.

Take a look at any old documents you created about defining your ideal customer or target market – this would include your brand profile. Is the person you described still the same person you're seeking to attract? If the answer is no, it's time to do some research and collect some data!

Speak to your current and past customers about why they chose your business, and what they got out of the experience of working with or purchasing from you. Put yourself in your customers' shoes before you start the rebranding process so you can best cater your new and improved brand to the right people.

3. Think long term

Branding is all about things that are deep and central to your business. Take that piece of paper out again and ask yourself, "What do I want my brand to have accomplished 20 years down the line?" Let those goals and values shine through in your new brand identity. Don't change something just to stay on-trend. A great brand is authentic and unique. If you try to be like everyone else, your audience will notice.

4. Decide if you need a refresh or overhaul

Let's return to those lists you made earlier. After looking at your ideal client and long-term goals, is there anything you'd like to add?

If your first list is very long (things you love about your brand), and your third list is very short (things you wish you could change) you may very likely need a minor brand refresh. But what about if your list of things you wish you could change is pretty long? Then it might be time to consider a brand overhaul. In this case you will need to align all the elements of your brand, from mission and ideal client to colors and personality.

No matter what level of rebrand you need, keep in mind that the process doesn't involve getting rid of everything. Like pruning a tree so healthy new growth can come in, the goal of rebranding is to strengthen and improve the brand you've already built.



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New Bills Emerge, from Page 5

It repeals these provisions when the federal Centers for Disease Control determines that COVID-19 vaccinations are no longer necessary for the health and safety of individuals.

AB 2188 (Quirk-D): Discrimination in employment: use of cannabis.

This bill would make it unlawful for an employer to discriminate against a person in hiring, termination, or any term or condition of employment, or otherwise penalize a person, if the discrimination is based upon the person’s use of cannabis off the job and away from the workplace or upon an employer-required drug screening test that has found the person to have non-psychoactive cannabis metabolites in their urine, hair, or bodily fluids.

SB 1458 (Limon-D): Workers’ compensation: disability benefits: gender disparity.

This bill increases disability payments to claimants by the percentage of disparity in earnings between genders as reported by the applicant’s employer in its pay data report to the Department of Fair Employment and Housing. The bill would apply prospectively to injuries occurring on or after January 1, 2023.

You can see all the bills CLCA is monitoring plus any advocacy positions taken by visiting the CLCA website at: <https://www.clca.org/advocacy/clca-legislation-center/>

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Creation is Never Delayed

I know that everything in our individual work is in divine order and is always on time. Our thoughts are part of the divine substance of the universe and as they are completed their demonstration appears. Creation is never delayed. Focused and conscious thinking sends instruction to our subconscious mind to act upon it. This is the power we all have been given by our Creator, that I know as God, with our very first breath whether we know or recognize it or not. Of course, this means that as conscious and aware human beings, “watch your thinking.”

We each are endowed with this creative ability and will co-create with the Ultimate Designer. I, for one, did not grasp this awareness until I had been in landscape and design contracting for many years. When the light came on, I gravitated to include everything in my life experience as part of my creative palette.

I rejoice in the limitless unanticipated good that is coming to me right now. (No, I did not retire.) I found – or was directed to – a new pathway and journey. And I know each one of you is ready to receive your batch of goodness right now. “Goodness” forever replicates itself through creation. Each human being is an unrepeatable, divinely made original. We each share to the world around us God’s nature abiding in us.

We all share our co-creations and their authenticity with everyone. Together we celebrate our uniqueness and the value of our diversity. I believe that we are all

ordained by our Creator to be a center of love – for love does – absolutely and always. Success and illumination mirrors in the eyes of our fellow travelers’ while on our individual journey.

This is as I have found it, and I am honored, blessed and thankful for having done so. – *Dave*

“Work is love made visible.” – *Kahlil Gibran (The Prophet)*

“I have come that you might have life and have it more abundantly.” – *John 10:10*

“Albert Einstein saw beauty as an expression of a greater order in the creation, stating that ‘Mozart’s music is so pure and beautiful that I see it as a reflection of the inner beauty of the universe.’”

– *Anon.*



DAVID JUNOD
Sheridan Landscaping, Inc.

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