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THE NEXT EVENT

“How Our Members Market Their Businesses” ROUNDTABLE DISCUSSION

- **Thursday, May 26, 6:30 p.m.**
- **Free Event includes Dinner**
- **SFV Chapter Event hosted by
Landscape Warehouse
7053 Valjean Ave., Van Nuys**
- **See story on Page 2**



SFV LANDSCAPE BEAUTIFICATION AWARDS DINNER

- **Saturday, June 25**
- **Grand Vista Hotel,
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VALLEYSCAPE PUBLISHER
John Hernandez
626-715-1757
18466 Dragonera Drive
Rowland Heights, CA 91748
eldoradowriters@gmail.com
FAX 866-591-5093

**ASSOCIATE EDITOR/
ART DIRECTOR**
Jerry Robin
J. Robin & Associates
Graphic Design
626-644-4239
jrobinps2@gmail.com

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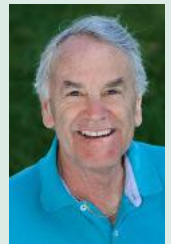
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WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- 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 2 CI Chapter Mixer and Educational Event – **Topic is the new California Water Restrictions.** This is a FREE event at Ventura Coast Brewing Company, 76 S. Oak Street, Ventura, starting at 5 p.m. SFV Chapter members are welcome.
- 9 SFV Board Meeting 10 a.m. via Zoom
- 25 Landscape Beautification Awards Dinner, Grand Vista Hotel, Simi Valley. Details TBD.
- July 9 CI Chapter Family Beach Day at Harbor Cove Beach in Ventura. 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.

Supporting Fred Hanker

Long-time CLCA volunteer leader, member and Delta Bluegrass Company Ambassador Fred Hanker is suffering from ALS. Those who wish to send videos and emails of support and friendship can do so at welovefredhanker@gmail.com.



Physical cards can be sent to Fred Hanker, c/o Delta Bluegrass, PO Box 307, Stockton, CA 95201.

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FRANCISCO SALAZAR
SFV Chapter
President
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The Weather and Our Activities Calendar are Both Heating Up

The weather is getting warmer, and work is piling up. It is now May and thank you to everyone that made time to submit their projects to the Landscape Beautification Awards competition this year. Judging is over and all that's left is to attend the Awards Dinner on Saturday June 25 at the Grand Hotel in Simi Valley and see who the big winners are.

I want to thank the Awards Committee and others for their tireless work, perseverance, and positive attitude when it looked like we might not have the awards program after all. They came together as a winning team and were able to make the numbers work that will result in another fabulous Awards Program and Banquet.

Later this month, on Thursday, May 26 at 6:30 p.m., the SFV Chapter is holding a Roundtable Discussion on "How Our Members Market Their Businesses." This FREE event includes dinner and is being hosted by Landscape Warehouse at 7053 Valjean Ave. in Van Nuys. Learn ideas from some of the best in the industry as to how to promote your business, and share some of your own sales strategies. Speakers will include Luis Casas, Steven Kinzler, Past State President Pete Dufau...and YOU!

On Thursday, June 2 at 5 p.m. the CI Chapter is having a Membership Mixer and Educational Event at Ventura Coast Brewing Company, 76 S. Oak Street, Ventura. The topic is the new California Water Restrictions. This is a FREE event and SFV members are invited to attend.

Don't forget the CI Chapter and Friends Fishing Trip on September 16. Several of our SFV members take part in this great event, and this year there is room for additional anglers. Call John Hernandez if you would like to join the fun.

Finally, plan to attend our SFV Golf Tournament on September 19 at Tierra Rejada Golf Club in Moorpark. We had a blast last year and this year's event promises to be even better.

Once again, don't be afraid to contact us with any questions for ways to be more active in the Chapter. If you would like to be a member of the board and help with any of the events give us a call. – Francisco

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Important Soft Skills to Look for in Job Candidates *From an article in allBusiness*

Initiative – You should look for the ability to learn and take initiative in new hires. Nobody wants to micromanage an employee. To that end, nobody wants to be micromanaged. Someone who can pick up tasks quickly and improve them will be well-positioned to be the best team member. – *Erik Knight, SimpleWan Inc*

Willingness to take risks – One important soft skill I look for in new hires is a willingness to take calculated risks. If I notice something on their resume or in their interview that demonstrates this, I'm much more likely to hire them. Professionals with this skill are valuable because they can identify asymmetrical situations where the potential reward far outweighs the risk. – *Bryce Welker, CPA Exam Guy*

Decision-making – One underrated but important soft skill I look for in every new hire is their decision-making ability. I believe that decision-making is even more important than hard work because a good decision coupled with effort will lead you naturally and easily to success more than a lot of hard work. – *Alfredo Atanacio, Uassist.ME*

Responsibility – I look for people who take full responsibility for their jobs. They ask about what they have to do and get back to you when they're confused or facing a problem. You don't have to worry that they've done their job for the week and you feel assured that things are moving forward as they should. This trait has become more essential now that remote work has become the norm. – *Blair Williams, MemberPress*

Agility – Agility is an important soft skill we look for with every hire. As tasks change, a new hire's ability to adapt is critically important. Knowing when to wear multiple "hats" while an important decision needs to be made can make a dramatic impact. – *Jordan Edelson, Appetizer Mobile LLC*

Conflict resolution – So much emphasis is placed on work ethic, attitude, decision-making, and time management. While these skills are incredibly important, employees also need the ability to work through stressful situations, problems, and conversations, and have a positive outcome. This not only sets the tone for the company's culture, but it also drives success in every area. – *Blair Thomas, eMerchantBroker*

Collaboration – How well someone works with others determines how smoothly processes run and projects get done because it also includes communication. Without collaboration, you'll end up with mismatched teams that fail to meet deadlines or don't perform adequately. You need people on your team who know how to work together. – *Stephanie Wells, Formidable Forms*

Willingness to ask questions – One of the most underrated yet critical soft skills to find in a new hire is a willingness to ask clarifying questions. When team members, especially new ones, are too timid to admit they need to gain a stronger understanding, they both decrease organizational efficiency and display their preference for ego-serving over being part of a growth-mindset team. – *Richard Fong, ABCDreamUSA.com*

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JOSÉ ROBLES
Owner
Landscape Warehouse

Taking a Calculated Risk *By José Robles, Owner Landscape Warehouse*

If I had to define in one word how we were able to grow Landscape Warehouse from a little blue house next to a lawnmower shop in Pasadena to eight irrigation supply and nursery locations in three counties, that would be the Spanish word “*albur*.” One meaning of the word involves a *double entendre*, or a word that has a double meaning, usually an obvious one and another not so obvious. For example, “You really look hot.” This can be taken in two ways.

That’s not me. I have no trouble saying what I mean and meaning what I say. What better defines my philosophy is *albur*’s other meaning: “**A chance to which the result is trusted.**” In other words, **TAKING A CALCULATED RISK.** (*This use of the word came out of a Mexican card game!*)

Opportunities in life come and go – but the same opportunities usually don’t come around a second time. In business, as well as in your personal life, you have to learn when to take that calculated risk, and, as the song says, “know when to fold ‘em” as well.

The more you do this – applying *albur* in your life – the better you get at it. Sure, you may take a chance on something and have

it not turn out the way you hoped it would. But don’t let that stop you from tackling the next opportunity that comes along, or your growth – personal and business – will stop dead in its tracks. If that happens, take a good look around you, because chances are that’s where you’ll be ten years from now.

As for me – even at an early age – I have always loved assessing opportunities, taking calculated risks on the best ones, working hard to overcome any challenges that may pop up, and then enjoying the benefits of another successful endeavor with friends and loved ones.

Albur works for me...I’ll bet it can work for you too.

Don’t Miss Our May 26 Roundtable Discussion on Marketing Your Business

Landscape Warehouse will be hosting CLCA members and friends from the San Fernando Valley Chapter and others at a Roundtable Discussion on “How Our Members Market Their Businesses” to be held May 26, 6:30 p.m. at our Van Nuys store located at 7053 Valjean Ave. (See page 2 for details.) This FREE event includes dinner, great camaraderie, and may even include a few opportunities on which you can practice your new *Albur* philosophy. See you there. – José

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Avoiding Skin Cancer from Outdoor Work

From an article in Sports Field Management by Chris Ball, CSFM, sports field account manager at Ewing Irrigation & Landscape Supply

It's not fun to get cut on and stitched up, then visit a plastic surgeon. I wish I would have paid better attention to my skin the last 25 to 30 years, because it's miserable to get something cut off or out, frozen off, or tested each time I visit my dermatologist. That said, I'm grateful to be one of the lucky ones. Thanks to regular screenings and procedures, none of my precancerous areas have progressed to cancer.

That's why it's so important to me to share my story with my colleagues in the green industry and to advocate to those who work outdoors that it's imperative to take better care of your skin and to schedule a skin exam. That appointment could be the most important half-hour of your life.

Below are some facts about skin cancer and sun safety tips for you and your crew:

Sun safety tips

According to the CDC, reducing exposure to UV rays is the best way to keep your skin healthy and to lower your chance of developing skin cancer. That can be difficult for crews who work outdoors, but it can, and should, be done. Here are some ways managers can help keep their crews safe:

- Encourage sun safety among employees and provide sun protection when possible.
- If shaded areas aren't available at jobsites, provide tents, shelters, and cooling stations for your crews.

- Schedule breaks in the shade and encourage crewmembers to apply sunscreen throughout their shifts.
- Schedule work to minimize sun exposure if possible. For example, scheduling mowing in the early morning instead of at midday and rotating crewmembers in and out of the shade can help reduce their UV exposure.

More tips that everyone working outdoors should consider:

- Wear clothing that covers your arms and legs.
- Wear a wide-brimmed hat to shade your face, head, ears, and neck.
- Wear wrap-around sunglasses designed to block both UVA and UVB rays.
- Use a broad-spectrum sunscreen with a sun protection factor (SPF) of 15 or higher, and apply it several times during the day.

For information on early detection, treatment, and resources, visit www.skincancer.org/.

If you have any questions about my personal experience with sun damage or want to share your own experience with me, email me at cball@ewingirrigation.com.

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Your Plimsoll Line *From an article by Mark Matteson, Sparking Success*

I set an outrageous goal for 2011. “100 Speaking Engagements by December 31, 2011!” I had been writing down that goal in my journal and saying it dozens of times a day, every day for months. (To give you some perspective, the last ten years I have averaged 50-60 presentations a year.) It’s a B.H.A.G. (Big Hairy Audacious Goal). I clarified all the

MARK MATTESON
Sparking Success
WHY’s, listing fifty reasons to create the inspiration. WHAT and WHY is all we need initially, the HOW always comes if we trust the process. I have said this goal thousands of times with a smile on my face.

It’s been easy to exercise the discipline since I made the decision. This commitment has set in motion a chain reaction of events, the ground is shifting under my feet. I am in the midst of a very rigorous 24-day trip to nine cities. Be careful what you ask for. There have been missed flights, snowstorms, delays, combined with standing ovations and incredibly positive client feedback. One speaker friend of mine said, “The only way to know what your limits are is to do too much!” In the midst of all of this, I thought of my English History.

English Merchant ships were sinking in the 1800s leaving London. It turns out they were overloaded with cargo and didn’t know how much was too much. In 1876, Samuel Plimsoll was commissioned to solve the problem. His solution was simple. Samuel employed three simple steps:

1. Show me a ship empty. Make a mark on the hull.
2. Load the ship as you normally would and draw a line on the hull.
3. Now remove 20% of the cargo and draw a third line.

Ships stopped sinking. It was a watershed moment in Naval History. It became known as the “Merchant Shipping Act.” By law, as a captain, you could not load a ship past the “Plimsoll Line” else you be fined and dry docked.

As captains of our own ships, we all have a Plimsoll Line. We all eventually figure out “how much is too much.” How? By setting a Big Goal in any area of our lives. Spiritual, Physical, Financial, Interpersonal, Family. What do you want, truly desire? How much by when? Why do you want, really? As you begin to go from HERE to THERE, calibrate from day to day, week to week, how much is too much by your emotions and physical responses.

Continued on page 9

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What to Do After a Slow Business Launching

From an article in *allBusiness* by Mike Kappel, Founder and CEO of Patriot Software, LLC

A slow start is pretty common among startups, or a new aspect of an existing business. (Hey, there's a reason it can take businesses up to four years to reach profitability). Here are some tips to increase the effectiveness of our business launch...

1. Dig into your market analysis

If you don't know what market research is, therein lies a major red flag. Market research is the process of analyzing your industry, customers, and competitors. In short, it's a key part of starting a successful business that's built on research.

If you did do market research, you may want to revisit it to make sure your information is accurate and thorough.

Whether you're doing your market analysis for the first time or revisiting it, dig in to find answers to the following questions:

- Who are your target customers? (Age, gender, location, etc.)

- What are their shopping and buying habits?
- How much are they willing to pay?
- Who are your competitors?
- How do you stand out from your competitors?
- To make sure your market research is based on facts and not conjecture, gather data from top-notch resources, such as the Bureau of Labor Statistics, the Census Bureau, and state and local commerce websites. You may also consider interviewing potential customers or conducting focus groups.

2. Investigate your marketing efforts

- Get your name out there via advertising in magazines and newsletters, sponsored content on social, Google Ads, mail flyers, emails, commercials. Ask yourself...
- Am I conveying the value of my product or service?

Continued on page 10

Your Plimsoll Line, from Page 8

Pay attention as the distress ensues. You will be out of your comfort zone.

One client of mine said, "Most people are operating on a fraction of their potential. They are in a kind of lock step. They show up, go through the motions, and are, for the most part, ineffective, doing just enough not get fired. On the job retirement." I know this much. Until I set my new and challenging goal, I had no idea how much I could do until I tried to do too much. So, what to do? How can we become more effective?

Why not try "The Hour of Power" for 90-days as a test? This simple yet profound process has three parts:

1. The first 20 minutes entails writing down your big goal in a journal or legal pad. Write it as if it were already true. The Four P's. Personal, Positive, Powerful and Present Tense. "I am so happy now that _____" and as you write it out, smile. Your next step is to THINK. Think about actions you can take, books you can read, new ideas to implement. Quantity matters, not quality. List as many as you can think of in 20 minutes.

2. The second 20 minutes rewrite your "To Do" from your list. What are the six most important things you can do. Only six. I have found few of us have time to actually get all six things done in a single day. Prioritize your list 1-6. If you were going out of town tomorrow for 30 days, which item would you do first? Of the remaining five items, which one is number two? Once that is complete, ask yourself how long you feel each item will take to accomplish? (30 minutes? 1-hour? 4-hours?)

3. The last 20 minutes in this magic hour is to read a book in alignment with your goal. Underline, highlight, gather ideas and inspiration in your journal from the books you read. Read at least five books on your goal topic over the next 90 days.

The net effect of employing this process the last 90-days, my platform skills, my energy, my enthusiasm and client feedback have changed for the better. Ideas for improvement have gushed from a fountainhead, many times AS I AM PRESENTING. I am incorporating IMPROV in my facilitation with astonishing results. After the presentation, I'm making the time to ask in my journal, "What went well?" and "What could I improve?" I can feel myself improving. I tell you this not to self-aggrandize rather to hammer home the point,

If you are willing to try this, changes will happen. You will become incredibly effective using this process. You will be doing the right things, as opposed to doing things right. The key is to stick with it for three months...every day, for an hour.

THIS WORKS! Like magic. Referrals, new business, repeat clients are happening with very little effort on my part. Try it for yourself...you'll see it work for you, too.

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



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Slow Business Launch, from Page 9

- Can people find me? Do I have an online presence (e.g., social media, business website, etc.)?
- Am I marketing to the right people?
- How do I measure my marketing efforts? Engagements? Promo codes?
- What's my marketing ROI (return on investment)?

3. Reassess your prices

If consumers just aren't biting, it may be time to reassess your pricing strategy. You don't want to price low if you want to be seen as a luxury brand. And you don't want to price too high if you sell generic products. Before making a major pricing strategy overhaul, do some research, gather feedback from potential customers, and check that you still will have a healthy profit margin after implementing the changes.

4. Hang in there

Sometimes, all it takes to bring customers to your business is a little patience. You're building something out of nothing. That's going to take some time to get up to speed, so go easy on yourself and build your brand awareness, brand recognition, trust, and loyalty.

Sure, things may be slow at first. But the saying still rings true: if you build it, they will come...it just may take a little longer than you anticipated.

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Ideas and Ideals Dwell Within

I know that the Infinite Invisible Creator-God is everywhere, equally present in every person. We, in our profession and allied trades, recognize and feel this within as the bountiful and beauty of spring comes forth on our canvas of life. It is the omnipresence, omnipotent wonder that shapes us all in the beginning. We all are sculpted by the Divine to express individually our Creator's love, intelligence, and creativity. Each of us is an unrepeatable original!

Every activity that we think about and experience in our work and relationships in all domains in our lives is stamped with the imprimatur of our Creator's nature as we recognize and know that our thinking replicates itself through creation – always. This is our authenticity and each of us can celebrate our uniqueness and value our diversity for all human beings. Everyone – all of us – are divinely ordained as individual centers of love, illumination; harmonious, successful, abundant, and creative human beings.

Individually, each of us draws to ourselves that which affords us the opportunities for continued growth and expansion. We draw to ourselves that which is constructive. Everything we do is done successfully.

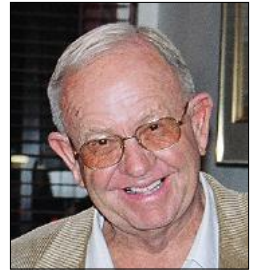
Our subconscious mind repels anything that would be detrimental to our good. Any thought of limitation or confusion are likewise repelled and are not part of our consciousness. Each of us, individually, as we think into the creative

medium can achieve the greater good...in every plane of expression. There is an Infinite Source of Divine Presence that dwells within with ideas and ideals plus potential and possibilities. I have come to know this... finally. – *Namaste, Dave*

“Business and life are like a bank account – you can't take out more than you put in.”
– *Wm. Feather*

“Whether you believe you can do a thing or not, you are right”. – *Henry Ford*

And...”If you want a guarantee, buy a toaster.” – *Clint Eastwood*



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~KURAPIA~

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