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THE APRIL 27 REGIONAL EDUCATIONAL EVENT discussing water restrictions held at Landscape Warehouse – North Hollywood featured interesting and informative speakers, a newly-completed spacious classroom, and tasty food. VIPS at the event included Joe and José Robles of Landscape Warehouse, presenter Eric Anderson of Valley Soils, SFV President Francisco Salazar, and James Margutia of Metropolitan Water District. (See more photos page 5.)



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Monterey Concessions at
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See page 2 for details!



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STATE AND LOCAL EVENTS

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Subject to Change – Check with Chapter Office First

WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- June 1 Board Meeting via Zoom, 9 a.m.
- 10 Beautification Awards Banquet, Monterey
Concessions at Encino Golf Course. See page 2.
- July 27 Estate Planning, Wills TBD
- Aug Money Management TBD
- Sep 15 Channel Islands & Friends Fishing Trip,
Hook's Sportfishing, Oxnard 6 a.m.
- 26 SFV Regional Golf Tournament, Debell Golf Club,
Burbank. Location and date tentative.
- Oct Auxiliary Auction TBD
- Nov 8-11 CLCA Convention, Hyatt Regency Hotel and Spa,
Monterey, CA
- Dec Holiday Party TBD



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FRANCISCO SALAZAR
SFV Chapter
President
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See You in Encino

Hi fellow San Fernando Valley CLCA members. First of all, thank you to everyone that was able to attend our April 27 educational event at Landscape Warehouse-North Hollywood that discussed the latest water conservation issues. Special thanks to our sponsor José Robles of Landscape Warehouse and speakers James Morgutia from Metropolitan Water District and Eric Anderson from Valley Soils. The presentations were interesting and enlightening, and the food was delicious and plentiful.

Now our invitation is going out to all our members and friends for our annual Beautification Awards Ceremony which will be on Saturday, June 10 at Monterey Concessions at Encino Golf Course. If you plan to attend, please RSVP right away. And if you are an Associate member and wish to sponsor one of the awards categories, we only have a couple of slots open with a limited window so please get in touch with us if you are interested.

As always if you are interested in being a more active part of the CLCA and would like to volunteer for a committee or an event please reach out and we would be happy to discuss how we can make it happen. – *Francisco*

CLCA Convention Set for November 8-11 in Monterey

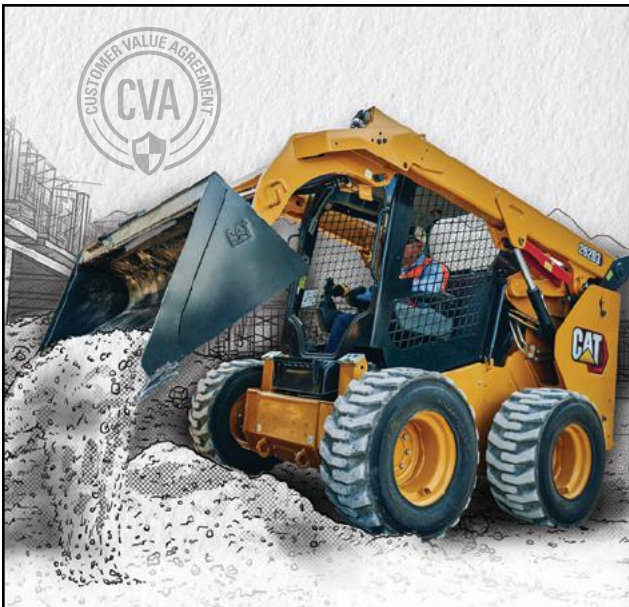
- **It's never too early to save the date**
- **You may book your room on-line**

Plan now to join friends and colleagues in Monterey Nov. 8-11, 2023. CLCA's Events Committee is already hard at work preparing for the 2023 Annual Convention. We'll connect, learn and grow!

On the agenda: High quality education, plenty of networking, an amazing Trophy Awards ceremony and, of course, golf. From the dramatic panoramas of the Big Sur coastline to the fairytale cottages of Carmel-by-the-Sea, Monterey is a truly inspired California getaway. A visit to the world-renowned Monterey Bay Aquarium and a trip through time on historic Cannery Row merely scratch the surface of things to do.

Added bonus: Plenty of adorable sea otters.

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Water Restrictions Discussed at April 27 Regional Education Event



MWD rep James Margutia addresses attendees at the April 27 Regional Education Event dealing with the changing water restrictions. The event was held at Landscape Warehouse-North Hollywood.



VALLEY SOILS rep Eric Anderson, the second speaker, approached the subject of water restrictions from another perspective, touching on politics, finances, and the benefit of weather-based controllers.



BACK TO SCHOOL – The spacious classroom at Landscape Warehouse-North Hollywood drew members and friends who came from four different CLCA chapters to learn all about changing water regulations.



CLCA VIPs – SFV President Francisco Salazar and Past State and SFV President Eric Watanabe, could almost have a board meeting with State Secretary-Treasurer Alex Salazar, Francisco's brother.



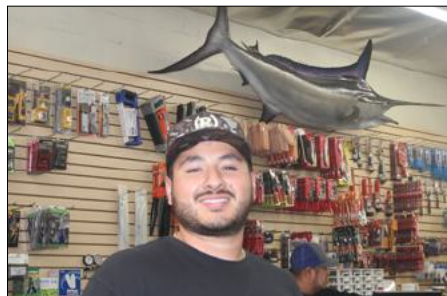
PAST STATE & SFV PRESIDENT, and current SFV Treasurer Mickey Strauss, enjoys a Kodak moment at the educational event with Devil Mountain – Filmore rep Chuck Nelson and wife Teresa.



EVENT SPONSOR José Robles Landscape Warehouse owner (left) and son Joe (right), thank Valley Soils rep Eric Anderson for his interesting and informative presentation and insight.



EL DORADO COMMUNICATIONS rep Wendy Lopez is greeted once again by Mickey Strauss at a CLCA event. Both have become regular attendees at chapter functions no matter where they are.



BRAGGING RIGHTS – The big marlin hanging above the counter at Landscape Warehouse-North Hollywood, was caught by Joe Robles (foreground) three years ago in Mexico. He's still bragging about it.



SFV VP PROGRAMS Tom Lucas of Performance Nursery (right), strikes up a conversation at the Regional Education Event with fellow nurseryman Chuck Nelson of Devil Mountain-Filmore.



FAMILY AFFAIR – Alex Salazar brought his two boys to this CLCA event, just like members in times past who would make CLCA events a family outing. The sad face is from an "awie" just before the photo was taken.



DISTANT COUSINS? – Besides sharing an interest in CLCA and the landscape industry, Wendy W. Lopez shares a family name with Eric Watanabe. His last name is her maiden name. Related? Perhaps.



TACO CREW, led by Reynaldo Ruvacalba, supplied the delicious food, and made sure no one left hungry. The folks at Landscape Warehouse really know how to treat their friends.



JOSÉ ROBLES

Owner

Landscape Warehouse

A.I. and Irrigation...a Good Match

Artificial Intelligence is a hot topic lately, with people worried that it's taking over our lives. Just imagine, it has only been a few decades since an IBM computer the size of a small house was technology's crowning achievement. Today, that cell phone you're glued to has 10 times the power and infinitely more capabilities than that old IBM dinosaur.

I'm not worried about A.I. In fact, I think it is a good thing, especially for our landscape industry. Take the field of irrigation, for example, which is experiencing massive technological growth. Mechanical timers that were about as capable and complex as an old rotary telephone, have given way to today's space age multi-phase weather-based irrigation systems that can be run from your laptop or cell phone. Today's generation of landscapers has access to wonders of irrigation technology, considered impossible a few years ago. And these advances keep on coming.

But there is one thing these A.I. irrigation marvels cannot do... **THEY CAN'T INSTALL THEMSELVES!** That's where we come in. Landscape Warehouse professionals and consultants will train you to take advantage of these technologies in our "Principles of Irrigation & Hydraulics" class Wednesday, May 31, 6 p.m. in the

classroom of our North Hollywood store, located at 11311 Hartland Street. Once you learn the proper way to install and operate the latest irrigation systems, you will be light years ahead of the competition and able to charge more for your work. And fees paid by your clients for your next-level professional services will be offset by their lower water bills. This class will also help you avoid fines for watering sidewalks and streets caused by improper irrigation installation.

Our Irrigation class is part of a series of classes we will be featuring throughout the year. Here are just a few of them.

PRINCIPLES OF IRRIGATION & HYDRAULICS – How to install sprinklers, rotors, and drip irrigation. Wed., May 31, 6 p.m. Presented by Rivulis.

BATTERY-OPERATED / ELECTRIC EQUIPMENT – How to use it, and how to get the CORE Program (The Clean Off-Road Equipment Voucher Incentive Project) and other programs to pay for it. DEMO DAYS to be announced.

CERTIFICATION – Get certified in various aspects of the landscape industry. Coming soon.

AND MORE! See our growing list of classes next issue or at www.landscapewarehouse.net.

Looking forward to seeing you at our next class. – José

Irrigation & Hydraulics Class at Landscape Warehouse – North Hollywood

• April 19 Class Will be Repeated May 31 – Sign up Today!



INSTRUCTOR for the April 19 and May 31 "Principles of Irrigation & Hydraulics" classes at Landscape Warehouse-North Hollywood, is Omar Alcantara of Rivulis, a veteran of the landscape industry.



WELCOME COMMITTEE members at the April 19 class session are Lizeth Ramirez, Eda Pano, and Joe Robles. They made sure attendees received literature, refreshments, and a tasty pizza dinner.



KNOWLEDGEABLE TEAM – Instructor Omar Alcantara, Landscape Warehouse owner José Robles (who has taught this class before), and Joe Robles with his new degree in business, bring a wealth of knowledge to the class.



COMMUNICATIONS – Juan Gutierrez – who runs the raffles, promotes special events and CLCA whenever he can – and Natasha Castro, who manages the company graphics, website, and social media are great communicators.



EAGER LEARNERS at the spring educational kickoff, listen intently for ways to improve their irrigation savvy, and quite possibly improve their bottom line as well.



LANDSCAPE WAREHOUSE-NORTH HOLLYWOOD now offers a series of valuable classes taught in its spacious classroom, along with selling "Everything you need for your next award-winning landscape."

Hiring for Potential

From an article in *allBusiness* by Don Shapiro, President of First Concepts Consultants

Business leaders want to see their employees grow and succeed. And this is why leaders look to hire people who have a potential which they know they can develop. They prefer this type of job candidate over the plug and play model. When we put more of our focus on an applicant's potential, an amazing thing occurs. We start hiring different people, and many of those people end up sticking around longer and doing a great job.

How to assess the potential of your next hire

According to the Leadership IQ study, 89% of employee failures were not due to lack of skills or knowledge but were due to the employee's inability to accept feedback, lack of emotional intelligence, lack of motivation, personality issues, and poor fit with the company culture. These qualities can't be learned through training, school, or experience. They are about who the applicant is on the inside. What makes them tick? What is their "why"?

Hire for potential: Key interview questions to ask

You might not find all of these qualities in an applicant, so there is some judgment involved here. But the fewer of these "potentials" that they have, the stronger the likelihood the applicant won't last as an employee. When you find an individual with these seven qualities, you've eliminated 89% of the reason employees don't work out.

1. Wants to learn and grow to become more than they are today

An applicant displaying a willingness and desire to learn goes a long way toward turning a new hire into a productive long-term employee.

Interview questions:

- What would you like to learn more about that would help you in your career?
- Do you do anything outside of work to advance your skills and knowledge?



2. Can accept feedback and coaching

While applicants will tell you what tasks they did in their last job and what they accomplished, they usually don't bring up how they handled feedback and coaching.

Interview questions:

- What is the best feedback you have ever received from a boss and how did you utilize that feedback?
- What's the best advice you've ever received from your boss?

Continued on page 11

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To give people the benefit of the doubt.

To find hope instead of fear in the face of uncertainty.

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CARB Seeks Participants for Landscaper Workgroup

The California Air Resources Board (CARB) is creating a Landscaper Workgroup to provide an opportunity for landscapers and California Air Resources Board (CARB) staff to discuss topics like:

- Rules for landscape equipment
- Incentive funding for electric landscape equipment
- Experiences with electric landscape equipment
- Landscapers' questions
- Ensuring landscapers are informed of changes and opportunities



The workgroup will consist of 12 landscapers and is set to meet virtually four times per year.

If interested, email landscaper@arb.ca.gov. Include your business size and describe your experience with electric landscape equipment and equipment incentives. You may also nominate a potential panelist.

 **MAY 23, 2023**
11 A.M.

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SB 1383 requires that landscape debris no longer be landfilled but be beneficially reused onsite or taken to a mulching or composting facility. AB 1346 goes into effect in 2024 and outlaws the sale and use of small gas-powered equipment.

Register at <https://bit.ly/May23SmartGardening>





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West Coast Turf Launches "Ready Play Grass®"

• Sod Grown on Plastic is Available for Instant Use

West Coast Turf is introducing their new line of Ready Play Grass® natural grass sod grown on plastic for instant use. "We have been growing sod on plastic for several years," said West Coast Turf's Arizona operations general manager, Jay Danek. "We are confident in the product we've developed over that time and wanted to bring Ready Play Grass to a bigger market. There is a need for a grass surface that can be used right away," he said.

"The reason its grown on plastic is for the strength of the plant itself," Danek explained. "Similar to when you buy a plant at a nursery where the roots are bound in a ball since they can't go through the plastic. It makes the strength of the sod three to four times of what a normal sod field is by becoming root-bound. The intertwining roots develop a tight mat of rhizomes to firm up the surface, giving it a sturdy base of strength. It weighs about 18 pounds per square foot and can be grown up to two inches thick. After the sod is put down, it is not going anywhere," he remarked.

"You can play on it instantly. Because we don't cut the roots, there is no shock factor to the grass and it is able to start rooting immediately – although it doesn't have to be rooted for use," he noted.

"We start off with a sod product that has been through its growing cycle of anywhere from 8 to 12 months," continued Danek. "And then another 6 to 15 months growing on the plastic. We grow it with sod strength and weight in mind so there is no movement. Our

proprietary harvest technique allows for sharp and tight seams so the rolls mesh together perfectly," he concluded.

Ready Play Grass is ideal for sports fields, golf course tees and driving ranges, and on top of artificial turf fields when a temporary natural grass field is required.

About West Coast Turf

West Coast Turf is a full-service sod company providing natural grass, field resurfacing, stolonization and hydroseeding services.

Their main office is in Palm Desert, CA, and have additional offices in Scottsdale, AZ; Livingston, CA; Patterson, CA; Winchester, CA; and San Marcos, CA. West Coast Turf grows more than 30 varieties of grass and is the West's largest grower of drought tolerant warm season turfgrasses.



Continued on page 15

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Hiring for Potential from Page 7

3. Motivated to produce results and wants to prove what they can do

Look for applicants who have something to prove. These individuals often will excel at their job to show what they can do.

Interview question:

- How do you view your entire career path and how would you like to change it in the future?

4. Is open to change and enjoys new experiences

Business success is all about change, and that's even more true in smaller businesses. You want to hire people who can and are willing to change when business challenges make it necessary.

Interview questions:

- Did you ever experience a major change at a place where you previously worked and how did it affect your job?
- Do you look for ways to improve your job?

5. Has good emotional intelligence and is a team player

You want employees who work well with other employees. That means they need to have some level of empathy and understanding where others are coming from, as well as respect individual differences. They also should be willing to help their coworkers and not blame others when negative things happen.

Interview questions:

- Share a situation where there was a conflict between you and others at work. What happened?
- How did the conflict get resolved?

6. Fits in with the company culture, social dynamics, and the way things are done

Every company has its own culture, which is a form of peer pressure, where there is common knowledge between employees about the way things are done and how people deal with each other. Know what type of culture your firm has and judge if an applicant would fit in or not.

Interview question:

- Please describe any peer pressure you may have experienced in past jobs and how it felt.

7. Is a problem-solver who is motivated to find a way to make things work

At some point, every job will encounter a problem. These problems can hurt service, quality, productivity, and more. You want to hire employees who can find ways to overcome and solve problems.

Interview questions:

- Describe a problem to the applicant and follow up with questions on how they would handle it.
- Who would you involve to help you?

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Surprises Incoming for CLCA 2023 Convention

- **Join friends and colleagues in Monterey November 8-11**

What surprises are in store for CLCA's Annual Convention? From CLCA's 2022 Convention in Palm Desert, the Delta Bluegrass crew – Savannah Treloar (Yosemite Chapter President-Elect), Karina Arreola and Julia Zuckerman – point out the obvious: The Maestros on CLCA's Events Committee know how to present a five-star event!



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JONATHAN GOLDHILL
The Goldhill Group

When Should a Family Business Set up a Family Council?

From articles by Jonathan Goldhill, the Goldhill Group

A family business should consider setting up a family council when there are multiple family members involved in the business, and when the family wants to address issues related to the family's involvement in the business. Here



are some factors to consider:

- 1. Family dynamics:** If there are multiple family members involved in the business, a family council can help manage relationships and resolve conflicts.
- 2. Communication:** A family council can help ensure that family members are informed and involved in the business's decisions and activities.
- 3. Succession planning:** A family council can help with succession planning and ensure that the family's values and goals are aligned with the business's vision.

4. Governance: A family council can provide a forum for discussing and deciding on family governance issues, such as how the family will be involved in the business and how decisions will be made.

5. Education and development: A family council can provide opportunities for family members to learn about the business, its history, and its values.

Here are some steps you can follow to establish a family council:

- 1. Start by discussing the idea of a family council with all members of the family.** It's important to get everyone on board with the idea before moving forward.
- 2. Define the purpose and goals of the family council.** This could include things like improving communication, resolving conflicts, and making decisions together as a family.
- 3. Set up a regular meeting time and place for the family council.** This could be once a month or more frequently, depending on your family's needs.
- 4. Determine who will be part of the family council.** This could include parents, children, grandparents, and other extended family members who are important to your family.
- 5. Create an agenda for each meeting.** An agenda that includes items for discussion and any decisions that need to be made.
- 6. Encourage everyone to participate.** Let them know their thoughts and ideas are always welcome during the meetings.
- 7. Establish ground rules for the family council.** These include respecting each other's opinions, listening without interrupting, and keeping discussions confidential.
- 8. Keep minutes of each meeting.** The minutes should track decisions made and progress towards the goals of the family council.

In summary, a family business should consider setting up a family council when there are multiple family members involved in the business, and the family wants to address issues related to the family's involvement in the business. The council can help manage relationships and conflicts, ensure communication and involvement, assist with succession planning, govern family involvement in the business, and provide education and development opportunities.

Jonathan Goldhill has been coaching business owners, leaders and their teams in the landscape industry to increase profitability, productivity, and performance since 2005. Contact him at info@thegoldhillgroup.com.

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SoCal Faces Major Colorado River Water Cut Under Federal Proposal

Submitted by Mickey Strauss, SFV Treasurer/Legislation Chair

Southern California and the state as a whole could see dramatic reductions in allocations of Colorado River water under proposals recently released by the federal government aimed at protecting a system that provides water to 40 million people in multiple states along with critical agricultural irrigation. The river also provides hydroelectric power to millions of customers, generated by dams at Lake Mead and Lake Powell.

But years of drought have threatened the viability of the river. The draft environmental report by the federal Bureau of Reclamation offered a trio of alternatives – one being maintenance of the status quo and the others altering the way Colorado River water is doled out to various states and other customers.

One of those alternatives would effectively call for an equal distribution of the river water among California, Arizona and Nevada. Such a move would hit California particularly hard, since it currently receives the largest allocation of water from the river.

The other alternative would divvy up river water based on water rights priorities, which would be less dramatic for California but would severely limit water supplies for Arizona and Nevada.

“Recognizing the severity of the worsening drought, the Biden-Harris administration is bringing every tool and every resource to bear through the President’s Investing in America agenda to protect the stability and sustainability of the Colorado River System now and into the future,” Deputy Interior Secretary Tommy Beaudreau said in a statement.

Adel Hagekhalil, general manager of the Metropolitan Water District of Southern California, which manages water deliveries for agencies that serve 19 million residents, said neither of the proposals is ideal.

“Both include significant supply cuts that would hurt Metropolitan and our partners across the basin,” Hagekhalil said in a statement.

“There is a better way to manage the river. Working together, we must develop equitable, realistic solutions that reduce reliance on the river by increasing water efficiency across agricultural and urban communities, developing new alternative supplies, and reframing the way we manage water as a basin. Fortunately, this wet winter has provided us some space to develop those solutions.”

The region’s wet winter has temporarily eased drought conditions, but the federal analysis is based on the likelihood of a return to extended dry conditions such as those that occurred in recent years, resulting in unprecedented declines in Lake Mead and Lake Powell.

Such a likelihood precipitated the report, highlighting the need to

come up with short- and long-term solutions for the river.

“Drought conditions in the Colorado River Basin have been two decades in the making,” Bureau of Reclamation Commissioner Camille Calimlim Touton said in a statement. “To meet this moment, we must continue to work together, through a commitment to protecting the river, leading with science and a shared understanding that unprecedented conditions require new solutions.”



LAKE POWELL

The draft report will be open for public comment for 45 days, with a final decision anticipated by summer. But negotiations among all stakeholders is expected to continue while the proposals undergo public review.”

“While this winter has provided a temporary lifeline, by no means can it lull us into complacency,” Hagekhalil said. “Today’s release of the draft SEIS is a powerful indication of what could come if we don’t reach a consensus. We must keep working to develop a consensus short-term plan, while also collaborating to build long-term solutions that will ensure the river’s lasting sustainability.” – *City News Service*

– *City News Service*



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Sometimes I think about the way of my wonder and the wonder of my way while being aware of my life's journey. Each one of us probably has these moments, yet – in our own way. I believe that we all stand centered in knowing that there is an omnipotent, omniscient, and omnipresent Source behind everything seen and unseen. I also know that realizing this Presence is our Creator – and that He inhabits every fiber of our being – is the key to the Abundant Life God has created us to have.

Every person is a channel through which this spiritual substance expresses itself. We all express the wonderful ability to co-create as our Creator's gift to us. Just look at those around you. You can see the gifts given and the passion in their creative faces as they share their heart, joy, and lovingkindness in the things they create for their clients and relationships they share with one another.

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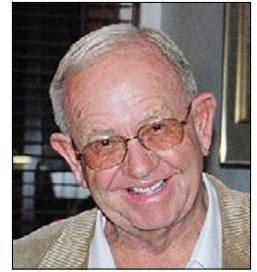
older I get, the more I love the varied expressions of humanity God gives us to explore.

Maria and I have developed the greatest friendships over these many years...and enjoy thinking about them as we ponder the way or our wonder and the wonder of our ways. Love does, always. – *Namasté, Dave*

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