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**Focus on What  
You Can Control**



**LUIS CASAS**  
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Businesses have faced a pandemic, protests, an uncertain economic forecast, new government regulations, waning consumer confidence, and shortages in skilled workers. The landscape industry has been versatile and for the most part our businesses have been able to adapt to these stresses. The best advice I can give is concentrate on focusing on what you can control.

The landscape industry has grown in professionalism over the last few years and this year it has made a gigantic leap. It has become very clear that there are two things we can control – our clients and our employees. We can control how we engage and attend to our clients. When the dust has settled from this monster of a year the hope is that they will be there to support our businesses. And our employees need to feel they have job security, and an opportunity for training and improving their professional skills.

The negativity that can come from all these obstacles can chip away at you. Do not dwell on anything that you cannot directly control. This will help you sleep better at night and be a better person to lead your team. Make sure to take some time to rest, to reload the batteries, and give yourself some time to think.

Investing in your landscape business will help you control your future, and it is a bet I think we are all willing to make. The economic outlook next year will improve from what we had this year. Taking all the lessons learned this year should be used to set goals for 2021. Visualize what you want your future to be and take small steps that will lead to big accomplishments.

Now go out there, work hard, work smart, work safe and stay healthy. – Luis

**Visualize what you  
want your future  
to be and take  
small steps that  
will lead to big  
accomplishments.**

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## Productivity Secrets of Highly Successful Entrepreneurs

From an article by Brad Hodgson of *Busy Building Empires in allBusiness*

**H**ere is some of the best real-world advice from successful entrepreneurs, which can help you make better decisions, increase your productivity, and keep you from procrastinating at work.

### 1. Surround yourself with people smarter than yourself – Jack Ma, Founder of Alibaba

“I knew nothing about technology. I knew nothing about management. But the thing is, you don’t have to know a lot of things. You have to find people who are smarter than you, and get these smart people to work together.”

### 2. Focus on what you love – Jay-Z, Hip-hop mogul

“It just got to a point where it was, like, ‘Make this decision, because this is something you really love, and you love to do. It’s time to really focus on and then get serious about it, give it your all.’”

### 3. Cut down on your choices – Mark Zuckerberg, Founder of Facebook

“I really want to clear my life to make it so that I have to make as few decisions as possible about anything except how to best serve this community. I feel like I’m not doing my job if I spend any of my energy on things that are silly or frivolous about my life.”

### 4. Plan your day – Tim Ferriss, Entrepreneur and author of *The 4-Hour Work Week*

“Just a few minutes each morning can save you hours of wasting time or scattering your effort each day. Isolate the one or two most important things you need to accomplish today. One or two only.”

### 5. Wake up early and exercise daily – Richard Branson, Founder of the Virgin Group

“No matter where I am, I rise early – usually around 5 a.m. If I am somewhere with a tennis court, I’ll generally play a hard couple of sets of tennis. If tennis isn’t an option, then I’ll go for a walk or a run, or jump on my bike. If I’m near the ocean, and there’s enough wind, I’ll go for a kitesurf.”

### 6. Surround yourself with motivational reminders – Blake Mycoskie, Founder of TOMS

“I surround myself with inspirational quotations. This easy-to-follow piece of advice has played a huge role in my being able to get past my own fears and insecurities throughout my entrepreneurial career.”

### 7. Make decisions quickly – Jeff Bezos, Founder of Amazon

“Most decisions should probably be made with somewhere around 70% of the information you wish you had. If you wait for 90%, in most cases, you’re probably being slow. Plus, either way, you need to be good at quickly recognizing and correcting bad decisions.”

### 8. Hold less meetings – Elon Musk, Founder of Tesla

“Excessive meetings are the blight of companies and almost always get worse over time. Get out of all large meetings, or keep them very short.”

### 9. Don’t multitask – Oprah Winfrey, Entrepreneur and celebrity

“I have learned that your full-on attention for any activity you choose to experience comes with a level of intensity and truth. It’s about living a present life, moment to moment and not worrying about what’s going to happen later. That whole thing about multitasking? That’s a joke for me. When I try to do that, I don’t do anything well.”

### 10. Walk in solitude – Paulo Coelho, Brazilian author

“Walking is, for me, my way of thinking, my way of meditating. It is not that I’m thinking. But I’m in a kind of trance totally connected with the present moment.”

### 11. Treat people well – Larry Page, Founder of Google

“It’s important that the company be a family, that people feel that they’re part of the company, and that the company is like a family to them.... You treat people with respect, they tend to return the favor to the company.”

### 12. Live in the moment – Adam Braun, Founder of Pencils of Promise

“I do my best to stay completely present for those that I’m in front of. This helps me reduce multitasking that might make me ineffective in addressing what I need to focus on in that moment.”

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## Four Little Email Marketing No-Nos that Could Land You in Big Trouble

By Nellie Akalp, Founder and CEO of CorpNet.com

Email marketing has proven itself a powerfully effective way to generate new business and keep existing customers from going astray. A study by ExactTarget found that 77% of consumers prefer to receive permission-based marketing communications through email. And, according to eMarketer, email marketing was cited as the most effective digital marketing channel for customer retention in the United States in 2014.

Who wouldn't want to tap into that business-building potential, right? But you have to be careful in how you go about your email marketing efforts. The CAN-SPAM Act is a law that sets the rules and requirements for commercial email – and it spells out the tough penalties for violating those rules.

So, if an email message you're sending has a commercial purpose, it must comply with the requirements of CAN-SPAM. If you're sending an email that has both commercial and transactional or relationship content, then the primary purpose of the email is what dictates what regulations apply to it.

According to the FTC's CAN-SPAM Act: A Compliance Guide For Business, "...if the subject line would lead the recipient to think it's a commercial message, it's a commercial message for CAN-SPAM purposes. Similarly, if the bulk of the transactional or relationship part of the message doesn't appear at the beginning, it's a commercial message under the CAN-SPAM Act."

Even an email that has only transactional or relationship content must comply with some provisions of the CAN-SPAM Act. Not abiding by the rules (even if unintentionally) set by the CAN-SPAM Act might land your business in legal hot water and burden you with financial penalties.

Could your current email marketing practices potentially cause trouble for you? Common email marketing no-nos every business should avoid:

- 1. Failing to conspicuously communicate that a message is an advertisement when sending a marketing email to people who have not opted into your marketing list.** If recipients haven't explicitly requested to be on your list through an online sign-up form or other authorization process, don't send them your email marketing campaign content without clearly disclosing your message is an ad. The law provides flexibility in how you do it, so you don't have to directly mention it in the subject line. But take care not to mess up by making the next no-no.
- 2. Using a deceptive subject line that's a "wolf in sheep's clothing."** Never write subject lines that blatantly try to make a sales/marketing email look like they contain an update to terms of service or some other bit of important information. It's misleading – and illegal.

- 3. Taking your good old time or ignoring unsubscribe requests from recipients.** Your opt-out mechanism must be capable of processing opt-out requests from an email message for a minimum of 30 days after you've sent the message. The law requires that you honor a recipient's opt-out request within 10 business days.



- 4. Forgetting to include your snail mail address.** That's right, you need to share either your current street address, a post office box registered with the USPS, or a private mailbox registered with a commercial mail agency that follows Postal Service regulations.

Of course, there are many more "gotchas" that could trip you up, so I recommend reading up on what you can and can't do. The FTC's guide

will help you understand the requirements.

With each separate email in violation of the CAN-SPAM Act subject to penalties of up to \$16,000, there's a lot at stake if you screw up. For that reason, and for the sake of marketing with integrity, it's wise to educate yourself – and anyone helping you with your email marketing – about the law.

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## Green Industry Hall of Fame Inductions Televised

The Green Industry Hall of Fame (GIHOF) held its 2020 induction ceremony at Sherman Library & Gardens in Corona del Mar on October 16, and later – for the first-time ever – televised the event on Saturday, November 7, on the award-winning program Things Green via PBSIKLCS TV. Since 2003 industry professionals have been honored for their lifetime commitment to the green industry. This year the following inductees are acknowledged:

**Chris Davey, The Toro Company**

**John Greenlee, Greenlee & Associates**

**Walt Hagen\*, Hagen Enterprises**

**Don and Dave Hendrickson,  
Hendrickson Bros.**

**John Hourian, Hourian Associates**

**Kathy Kellogg Johnson, Kellogg Garden  
Products**

**Lebo Newman, Signature Coast Holdings**

\*posthumous induction

Three of the inductees – Chris Davey, Kathy Kellogg Johnson and Lebo Newman, are CLCA members and/or suppliers.

“There are so many people in the green industry who have contributed amazing things that get nominated that it takes us a whole

year to select the inductees,” says GIHOF Co-Founder, Charles Nunley. “By far this was the toughest year selecting inductees,” exclaimed Co-Founder, Richard Daigle.

Traditionally the GIHOF Awards Ceremony has been a sit-down gala of family, friends, and colleagues held at banquet facilities.

The pandemic has forced venues to close for an uncertain amount of time. However, in the spirit of healthy living, the Sherman Library & Gardens in Corona del Mar has been open for visitors and welcomed this event with open arms.

“I’ve been involved in a lot of ‘firsts’ in my 34+ years as a radio and television host, but this ‘first’ is special to me because it’s the industry I know the best,” said *Things Green* host, Nick Federoff. “As an inductee myself, it’s a badge I proudly carry and am honored to be part of such an esteemed group being inducted this year in spite of the troubling times we have experienced.”



*The Green Industry Hall of Fame is a non-profit organization with the mission to honor and preserve the contributions of those exceptional individuals who have served the green industry. Since 2005 the GIHOF has been acknowledging worthy people who have spent their lifetime in service and giving back to our industry. Learn more at <http://greenindustryhalloffame.org>.*

**~KURAPIA~**

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California Landscape Contractors Association

# CLCA Members Among Inductees to Hall of Fame



**2020 GREEN INDUSTRY HALL OF FAME** inductees include CLCA members and suppliers: Lebo Newman of Signature Coast Holdings (left), Toro's Chris Davey (third from left), and Kathy Kellogg Johnson of Kellogg Garden Products. Also inducted at the Oct. 23 event at Sherman Gardens in Corona del Mar are John Hourian of Hourian Associates, John Greenlee of Greenlee & Associates, and Don and Dave Hendrickson of Hendrickson Brothers. Inducted posthumously was Walt Hagen, J Hagen Associates.



**TV HOST** and industry VIP Nick Federoff, GIHOF Co-Founder Richard Daigle and their committee staged the induction ceremony for later broadcast Nov. 7 on Nick's TV show "Things Green" via PBS/KLCS TV.



**PAST CLCA STATE PRESIDENT** and inductee Lebo Newman remains active in the association serving as a judge and emcee for a recent State Trophy Awards program.



**CLCA AMBASSADOR** and GIHOF Co-Founder Charles Nunley (second from left), joins Co-Founder Richard Daigle in presenting the Hendrickson Brothers, Don and Dave, with their award.



**INDUCTEE** John Greenlee of Greenlee & Associates is congratulated by good friend and GIHOF committee member Margot Boyer of Landscape Communications.



**JOHN HOURIAN** of Hourian Associates receives his award from Green Industry Hall of Fame Co-Founders Richard Daigle and Charles Nunley.



**KELLOGG GARDEN PRODUCTS'** Kathy Kellogg Johnson, a strong supporter of CLCA and these newsletters, is all smiles at the induction ceremony.



**CLCA VIPS** Lebo Newman (left) and Mickey Strauss (right) – both Past State CLCA Presidents and now GIHOF inductees – congratulate new inductee John Hourian on his award.



**TORO COMPANY'S** Chris Davey offers remarks of appreciation to GIHOF and the entire Green Industry for the honor given him.



**HALLOWEEN CELEBRANTS** – Getting into the Halloween spirit, Mickey Strauss (a GIHOF committee member) and wife Cindy enjoy a Kodak moment in front of Sherman Garden's pumpkin display.



**REFRESHMENTS** for event participants were provided by Margot Boyer and Landscape Architect magazine. Congratulations to the new inductees and to the committee members for their fine work.

## Groundwater Survey Flights Using Latest Technology

### • **Low-Flying Helicopter Maps Aquifers in Santa Barbara Area**

Residents of the Santa Ynez and Lompoc Valleys may see an unusual sight in the skies this November: a low-flying helicopter carrying a large hexagonal frame. This unique equipment is part of a project to map aquifers and improve understanding of groundwater in the area. The project is being conducted by Santa Barbara County and the Santa Ynez River Water Conservation District in cooperation with the local water agencies that comprise the three Groundwater Sustainability Agencies in the Santa Ynez River Valley Groundwater Basin.

During the Aerial Electromagnetic Method survey (AEM), instruments suspended approximately 100 feet above the ground use an electromagnetic signal to measure the subsurface. The signal interacts with the geologic materials below the ground, stimulates a response from those materials, and generates another signal that is picked up by receivers. The technology allows for fast data acquisition from the air.

Data are continually acquired while the helicopter makes its 600-mile flight between 50 to 75 miles per hour. This process produces images that reveal the detailed variation in the earth's electrical properties, down to 1,000 feet below the land surface. When combined with well data and knowledge of the geology, these data will refine understanding – in three dimensions – of the geographic extent of sands, gravels, and clays that make up the aquifers of the regional groundwater system.

Many protocols are in place to ensure the safety of the mission. The airborne geophysical survey will be conducted by pilots who are specially trained for low-level flying. The helicopter will not fly over businesses, homes, other inhabitable structures, or confined animal feeding operations. The intensity of the magnetic field generated by the AEM transmitter is below 1% of the accepted general public exposure level. At 60 hertz, the magnetic field experienced by standing next to the transmitter is the same as standing one foot away from a toaster.

## Business Survival in Today's Tough Market

*From an Article by Brenda S. Stoltz, COO of BURG Translations, Inc.*

As we were ringing in 2020, it's safe to say that nearly no one could have imagined the novel year that was virtually at our doorsteps. Like a monsoon, Covid-19 arrived. And with it a plethora of changes to not only how we live and work, but how business is conducted.

Quarantines and lockdowns became a way of life, forcing companies to transform how they operate. Office staff, sales reps, and others who were considered non-essential workers began working from home. In person meetings and sales calls became a thing of the past, replaced by Zoom and other collaboration tools to boost the efficiency of virtual teams.

Even though we're nearly a year into the disruptions caused by the virus, the economic fallout is still being felt in virtually all corners of the world. Could businesses have been better prepared, what lessons can be learned, and are there any opportunities that can be realized from this once-in-a-century global pandemic?

### **Covid-19 delivered unprecedented business challenges**

For the first time since the start of the pandemic, executives are more optimistic about economic conditions and their own company's viability. While the outlook is hopeful, it doesn't mean that companies can or should return to status quo. Many continue to struggle, and some will follow in their predecessors' footsteps by closing their doors permanently. To remain profitable, companies needed to find new ways of doing business, which in many cases means a different business strategy.

### **Don't make the same mistakes twice**

Taking a retrospective look at how businesses have coped with the changes that were thrust upon them, two phrases come to mind: business model resilience and unleashing innovation. "Now's not

the time to take anything for granted," says Karl L. Buschmann, Executive Director at International Trade Club of Chicago (ITCC). "It's a new world of uncertainty. What is tried and true is no longer." Many companies found this out firsthand when they had no other options, but to reinvent themselves.

An example we're all familiar with is the restaurant industry. Many establishments that never dreamed of providing carryout are now doing so with increasing regularity. It seemed to have happened virtually overnight, restaurants nearly everywhere began offering curbside pickup and meal delivery and outdoor dining.

### **Don't let an economic downturn upend your business**

"The business community doesn't like uncertainty – it wants certainty and concrete plans," says Buschmann. Whether you're dealing with Covid-19 or any other economic downturn, this isn't the time to rest on your laurels. To keep your company running at maximum efficiency and profitability, there are a few things you should do during any economic downturn.

"First you should review every source of revenue and look for problems and solutions within your control," says Angelo Passalacqua, CEO of BURG Translations, Inc. "Second, be sure to host team meetings to get an internal view of what's going on, get creative with new initiatives, and find people to help start them."

Although the effects Covid-19 has had on businesses will continue to plague us for some time, it has also allowed those who are willing to make bold moves to seize new opportunities. It has shown us how easily the internet allows geographical boundaries to disappear, opening the door to business opportunities in other regions and across the globe.



## Ditch Old-Time Management Tips

By Jon Forknell, Vice President and General Manager of Atlas Business Solutions, Inc.

We're living in a distracted, over-connected world, and it's killing our productivity, but not for the reasons you might think. To get a handle on the overload of information coming our way, many of us have turned to time-management techniques. However, while this advice may be well intentioned, it actually can be more of a hindrance than a help.

To regain more hours in your day, try these proven time-management tips that debunk the run-of-the mill tips you may be using.

### 1. Ditch the to-do list

One of the most prolific pieces of advice for becoming more productive is making a to-do list. I've even offered up that piece of advice a few times. Although to-do lists can prove helpful in organizing tasks that need to be completed, use them with caution. Sometimes, they can leave you feeling defeated at the end of the day as you focus on all the stuff you were not able to accomplish.

If you're a list maker, start a secondary list called a "done" list. This will help you visualize where your time went during the day and help you feel more accomplished. Another way to combat the feeling of defeat is to schedule your tasks like you'd schedule your appointments. Block out chunks of time to work on each task so you can see where you need to be spending your energy. This approach will help you to focus your attention and will keep you on task to complete the necessary work at hand. Even if you don't finish a task, you'll know how you spent your time, helping you to feel more accomplished at the end of the day.

### 2. More isn't always better

Many times we create work for ourselves by booking more tasks with the goal of accomplishing them in a shorter period of time. This approach may sound silly on the surface, but it's more common than you might think. Instead of maintaining a laser focus on the end goal, we add items to our already overflowing plates in an effort to feel like we're doing more. It doesn't work.

Instead of adding more, cut back on any tasks that aren't furthering your efforts. Look for things to stop doing, instead of adding more things to do. Hone in on your expertise and focus on the tasks that let you work in your most creative space. The more you do work where you feel productive, the better the output will be and the faster you'll produce quality work.

### 3. It's okay to bounce around

Time-management books will try to tell you that you need to focus on one thing at a time. Although distractions can steal away from your productivity, they're not always a bad thing.

In many cases, taking a step back from an especially difficult task will help you stay more focused. That mini brain break can replenish your energy reserves and revitalize your creative thinking. When you eventually come back to the task, you'll be more focused, empowering you to achieve more in less time.

### 4. You can start with the easy tasks

Common time-management advice deems you should start with the hardest tasks on your to-do list first. While this approach might work well in many cases, it's not going to always help you accomplish the most during your workday. Sometimes, starting with an easier task to get your head in the game is more effective than diving straight into a difficult job.

If you wake up feeling drained of energy, or if you're returning to the office after a vacation, give yourself some time to refocus on work. Or, recognize which days of the week tend to leave you feeling a little less focused and schedule your week around them. For example, if Fridays tend to leave you feeling eager for the weekend, save your tedious tasks for that day and power through harder work on other days.



### 5. It's really your choice

Every day contains the same amount of hours. However, the way you choose to spend your 24 hours is up to you. Many time-management experts will say you don't have enough hours in the day to accomplish everything you want to do. While that may be true, you're in full control over what you actually do with those 24 hours.

If you want to build your network, create space for that in your schedule; if you want to try a new creative hobby, make room for that in your life. By closing out of social media and email, you'll also instantly regain hours in your day. The way you spend your time is entirely up to you.



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## Type A Entrepreneurs: Here's Why You Should Never Outsource Any Job

From an article by Susan Guillory

I'm going to go out on a limb and guess that more than half of the people reading this article are Type A entrepreneurs. Don't look behind you. I'm probably talking to you. Do you:

- Think your way of doing things is the best/only way?
- Find it hard to hire people as smart as you?
- Find yourself overwhelmed with work because there's no one else who can do a good job?

Yeah, I thought so. And yet maybe you've reached a point in your career where you see the value of outsourcing certain tasks that you simply don't have the time or skill set to handle.

Do us both a favor...don't!

You will never be happy with the work produced by another human, so why pay to learn that lesson? Here are more reasons you Type As should not outsource.

- The product will never match your vision
- You'll have to micromanage
- You could probably just do it yourself
- They'll try to nickel and dime you

It's lonely at the top, isn't it?

**This article is in jest.** I hope you got that. Type A entrepreneurs may certainly find it challenging to work with other people on a project when they have very clear visions of what they want. But that doesn't mean you should completely give up on having help.

Here are some tips to help you learn to rely on and trust others.

### 1. Be very clear about what you want

You can't get upset if you don't get the results you wanted if you didn't clearly communicate them, so spend time thinking about exactly what you want to achieve with a given project. Set expectations with the service provider. What metrics can you use to measure results? The more specific, the better.

### 2. Trust them to do their jobs

This is so challenging for Type A folks, but realize: you hired this person or company because of its reputation for excellence. Let them be excellent. Once you've set expectations, walk away. Certainly, get status reports on the project, but resist the urge to get involved beyond your expected role.

### 3. Give constructive feedback

Whoever you outsource to wants you to be happy as the client. It may take a while to get aligned in how you work together, so be patient. Provide useful feedback ("This sucks" does not qualify). Help the service provider understand how he or she could do better and guide them to understanding your point of view.

Outsourcing key tasks, once you master the art of doing so, can work wonders for your company. Once you're able to trust the people you work with, you can focus your energy on doing what you do best.

## California Native Grassland Association Announces Student Scholarships

The California Native Grassland Association (CNGA) is accepting applications for the 2021 California Grassland Research Awards for Student Scholarship (GRASS). CNGA will offer competitive research funds to promote undergraduate and graduate student research

focused on understanding, preserving, and restoring California's native grassland ecosystems in accordance with the CNGA Mission and Goals.

**Eligibility:** Students from any accredited college or university doing research within California may apply for a CNGA student research scholarship (home institution may be outside California).

**Awards:** CNGA funds at least four \$500 awards per year. These awards are designed to support basic undergraduate and graduate research in native grassland ecosystems. Funds can be used to support fieldwork, small equipment purchases, visits to herbaria, materials and/or books. Students may re-apply and receive a scholarship award for a maximum of two years.

**To apply, send an application that includes:**

- Title of the project
- Your name and contact information

- Project supervisor/major professor and institution
- Project summary, including the location, objectives and significance (1 page or less)
- Proposed methods
- Expected accomplishments
- Timeline for project completion
- Budget and justification for scholarship funds



Applications should be no longer than 3 pages (PDF format is preferred). Please email all materials (with "CNGA GRASS Grants" in subject line) to [grants@cnga.org](mailto:grants@cnga.org) by January 31, 2021. For more information about the California Native Grassland Association, please visit their website at [cnga.org](http://cnga.org).

*The mission of the California Native Grasslands Association is to promote, preserve, and restore the diversity of California's native grasses and grassland ecosystems through education, advocacy, research, and stewardship.*

**Season of Gratitude** *By Pete Dufau, President, Channel Islands Chapter*

**W**ith the elections behind us and the votes still being counted, we can all be grateful to move to a pace of more unity. There was no landslide in ANY of the voting results, which should remind us that we are essentially “equally” of different opinion. We also voted in great numbers and that is an inspiring note that so many have engaged the process.

Votes in California put a check on runaway taxation and supported independent contractors, despite the large 2 to 1 Democratic vote for the executive office and most down ballot offices. A friend to CLCA, State Senator Scott Wilk, looks to be ahead in his race. He has been a great advocate for issues the association has brought to Sacramento. Suzette Martinez Valladores won her Assembly race and we have a relationship with this new representative.

With the colder weather I hope most of you are feeling a sense of relaxation and seasonal relief from the stress of a hot summer. It is however a time to increase our guard to Covid-19. If anything this virus has proven, it is its ability to hang around and spread. Using best practices will be key to mitigating the impact on your businesses and families going into winter. With Pfizer’s announcement of an effective vaccine, there is a light at the end of this tunnel,

but the tunnel will be all the entirety of this coming winter and spring.

The Channel Islands Chapter will in all likelihood not be organizing a Holiday party inside, so if we have ideas for a socially distance weatherproof gathering, the board is all elf ears! We can all be grateful this virus is not more deadly, and that our industry was relatively immune to the economic damage it has done to other small businesses, such as restaurants, special events like weddings, travel and entertainment, and many other industries.

Lastly, with the long nights and stress of social distancing, I encourage all of us to reach out to friends and family personally to talk and catch up. It’s been a long time since we have all shared collective interaction. A simple call will make a difference, and all those who receive it will be grateful.

*– Pete Dufau, CLT, CWM; President C.I. Chapter, Chairman Birch Financial, Chairman Landscape Water Conservation Foundation, President Ventura County Lincoln Club*



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**Metropolitan Board Advances  
Major Recycled Water Project**

- **Recycled water plant would be one of the largest in nation, provide sustainable supply**

Southern California took a major step forward recently on the path to developing a new sustainable water source from purified wastewater as Metropolitan Water District’s Board of Directors voted to begin environmental planning work on what would be one of the largest advanced water treatment plants in the world. The approval marks a significant milestone for the Regional Recycled Water Program, a partnership between Metropolitan and the Los Angeles County Sanitation Districts to reuse water currently sent to the ocean.

“Our board has shown over the past five years that we are committed to creating a drought-proof, local water supply for the region by investing in this project,” Metropolitan board Chairwoman Gloria D. Gray said. “We all recognize our growing duty to ensure Southern California has reliable water in the face of threats from climate change and earthquakes. This project builds that resilience.”

If fully realized, the project would take cleaned wastewater from the Sanitation Districts’ Joint Water Pollution Control Plant in Carson and purify it using innovative treatment processes, producing up to 150 million gallons of water daily – the amount used by more than 500,000 homes. The purified water would initially be used for groundwater replenishment and storage, and by industrial facilities. After additional treatment, it may later be delivered directly to Metropolitan’s existing water treatment plants and used for drinking water, after the state develops regulations for direct potable reuse.

The board’s vote allows Metropolitan to initiate the necessary environmental planning work, including a Program Environmental Impact Report, engineering and technical studies, and to continue public outreach. This work will cost about \$30 million and take approximately three years.

“The information produced will be critical to provide our board with the necessary information to make a fully informed decision in 2024 whether to build this project,” Metropolitan General Manager Jeffrey Kightlinger said. “When combined with our investments to ensure the reliability of our imported supplies from the Colorado River and the northern Sierras, we can build water security for the region for generations to come.”

“Metropolitan has never before directly developed a local supply like this,” continued Kiohlinger. “It is a huge opportunity for Southern California, and an opportunity that can only succeed through a partnership between two large regional agencies like Metropolitan and the Sanitation Districts.”

At an upcoming meeting, the Sanitation Districts board will consider contributing approximately \$5 million toward the environmental planning costs, along with undertaking additional studies to support the project, through an agreement

*Continued on Page 13*

## How Does a Trademark Protect Your Business Name?

From an Article by Nellie Akalp, Founder and CEO of CorpNet.com in allBusiness

A company's business name is among one of its most powerful branding assets. And as with other business assets, it's wise to protect it. If a business owner fails to do so, they run the risk of another company using the name. That can potentially confuse customers and create legal issues.

Formally registering a business as an LLC or corporation will offer some protection of the name. However, it's not as extensive as the protection a trademark provides.

### Advantages of trademarking a business name

The U.S. Patent and Trademark Office (USPTO), the federal office that grants trademarks, explains that "a trademark or service mark includes any word, name, symbol, device, or any combination, used or intended to be used to identify and distinguish the goods/services of one seller or provider from those of others, and to indicate the source of the goods/services." In short, trademarks help to distinguish brands from their competitors.

What's the difference between a "trademark" and a "service mark"? Essentially, they're the same, except that a trademark identifies the source of goods, while a service mark identifies the source of services. The USPTO often uses the term "trademark" when referring to either trademarks or service marks.

When the USPTO approves a business name as a registered trademark, the owner has exclusive rights – at the state and federal level – to use the name. A trademark prevents anyone else from selling similar goods and services within the United States under that business name.

The primary purpose of trademarks is to prevent confusion in the marketplace, so the protection applies to only a particular category of goods and services. For example, if someone trademarked their photography studio's name, "Best of Times," another entrepreneur would likely be allowed to start a restaurant that uses that same name.

### How do you apply for a trademark?

Before submitting an application to the USPTO, it's vital to search the internet and federal and state trademark databases to ensure no other business has claimed the name legally. In addition to the USPTO and states' websites, other business name search and trademark search tools are available online. A trademark attorney can also help verify that the mark is available and likely to be approved by the USPTO.

Entrepreneurs may consider asking their attorney to prepare and file the application on their behalf or enlist the help of an online business document filing company to ensure the form is completed and submitted correctly.

The time it takes to have a trademark approved may range from almost one year to several years, depending on the mark's

complexity and any issues that arise during the USPTO's review process.

Once a trademark receives approval, it will be effective for 10 years. As long as its owner complies with all legal requirements, a trademark can potentially be renewed for an unlimited number of consecutive 10-year periods.

According to the USPTO website, "Each time you use your mark, it is best to use a designation with it. If registered, use an ® after the mark. If not yet registered, use TM for goods or SM for services, to indicate that you have adopted this as a trademark or service mark, respectively, regardless of whether you have filed an application with the USPTO."

Using TM or SM identifies to other business owners that you're stating ownership of the wording, symbol, or design. However, without officially registering to trademark the business name with the USPTO, you may have difficulty enacting legal action against another party if they use a name that's the same or very similar.



## MWD Recycled Water Project from Page 12

also approved today by Metropolitan's board. The vote marks Metropolitan's latest investment in the Regional Recycled Water Program. Last year, Metropolitan launched a \$17 million demonstration plant to test an innovative purification process that could be used in a full-scale plant. Though that process is based on proven technologies, it uses a new combination of treatment processes – starting with membrane bioreactors and followed by reverse osmosis, ultraviolet light and advanced oxidation – that could significantly increase efficiencies in treatment.

*The Metropolitan Water District of Southern California is a state-established cooperative that, along with its 26 cities and retail suppliers, provide water for 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.*

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## Being Thankful for Much, Including Change

**B**eing thankful at this special time of the year, especially with this pandemic still hanging around...and businesses not being able to open or only partially open...I still believe that change is good and is a natural part of life's experience. It's like the continuity and conclusion of each season as a cycle of life.

In this case, we all are being introduced to new ways of thinking, as we close the door on all that has been and embrace new ways to co-create our futures. Our every thought is creative and constructive as we stand on the threshold of a new beginning with clarity of purpose. It is another cycle of our individual lives.

We have the necessary qualities and confidence for success no matter what the season. And, as a side note: Our Creator, who is at the center and circumference of our life, is the Source and changeless reality of every season.

Being thankful for every person, we are each guided by the Divine that makes each life extraordinary. We each are individual expressions of unlimited supply and opportunities. It's up to us to live our lives on a first-class basis knowing that the template is already given to us.

I too, believe in the creed of John D. Rockefeller Jr. – sometimes referred to as “I Believe” – which states in part:

*I believe in the supreme worth of the individual and in his right to life, liberty, and the pursuit of happiness.*

*I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty.*

*I believe that the law was made for man and not man for the law; that government is the servant of the people and not their master.*

*I believe in the dignity of labor, whether with head or hand; that the world owes no man a living but that it owes every man an opportunity to make a living.*

*I believe that truth and justice are fundamental to an enduring social order.*

*I believe in the sacredness of a promise, that a man's word should be as good as his bond; that character – not wealth or power or position – is of supreme worth.*

*I believe in an all-wise and all-loving God, named by whatever name, and that the individual's highest fulfillment, greatest happiness, and widest usefulness are to be found in living in harmony with His will.*

*I believe that love is the greatest thing in the world; that it alone can overcome hate; that right can and will triumph over might.*

This is me, again...I believe Love Does, absolutely, and try to live my life in the lessons taught. My note on my copy of Rockefeller's Creed, reads “Thankfulness is darn good at this time of unrest.”

As this most difficult year thankfully winds down, join me in looking forward to a new supercharged beginning with great expectancy. – Dave

*“The real voyage in discovery is not in seeking new lands, but in seeing with new eyes.” – Proust*



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