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THE NEXT EVENT

SFV Chapter Holiday Party

- Saturday, December 4, 6:00 p.m.
- Porter Ranch
- Must RSVP By Nov. 26
- See page 7 for details

SAVE THE DATE!

SFV/CI Chapters Board Installation

- Thursday, January 20, 5:30 p.m.
- Yolanda's Mexican Restaurant,
590 E. Los Angeles Ave.,
Simi Valley

Happy Thanksgiving!

from the SFV Chapter Board of Directors

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STATE AND LOCAL EVENTS

Don't miss any of these very important events!

Subject to Change – Check with Chapter Office First

WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- Nov. 25 Have a Happy Thanksgiving from the SFV Chapter Board!
- Dec. 4 SFV Holiday Party in Porter Ranch, 6 p.m. Potluck event. Email Jan Veis at sfvclca@gmail.com to RSVP by Nov. 26 and let her know what potluck dish you will be bringing. See flyer page 7 for details.
- 9 Board Meeting via Zoom 10 a.m.
- Dec. 10 Channel Islands Christmas Party, white elephant gift exchange and can food drive. Peirano's Italian Restaurant, 204 E. Main Street, Ventura, CA 93001; (805) 628-9028. 12 Noon event preceded by a CI Board Meeting at 11:30 a.m. Bring a wrapped \$15-20 White Elephant gift. Call Kyle Hillendahl (805) 864-0836 for details. SFV members and friends invited.
- Jan. 18-19 Leadership Conference in Sacramento
- 20 Installation with the Channel Islands Chapter at Yolanda's Mexican Restaurant, 590 E. Los Angeles Ave, Simi Valley; 5:30 p.m.



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FRANCISCO SALAZAR
SFV Chapter
President
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Taking it Home and Finishing Strong

It's near the end of the year and now it is time to finish strong. During a wonderful time at the Convention in Maui this month it was great to see a lot of old faces in person and get that boost of energy and excitement that I needed. (Convention photos will appear in December issue.)

There are a lot of plans for CLCA this coming year and a lot of changes that could happen to the landscape industry due to some new laws. So now more than ever we need everyone to step up and get involved and be active alongside other landscape contractors and associates.

I am happy to let you know that we have our San Fernando Valley Chapter celebrating our Holiday Party in Porter Ranch this coming December 4th. It is a Pot Luck event, plus we are asking folks to bring a toy to be donated to a battered women's shelter.

So, if you have not yet RSVP'd please do so right away. It will be a great opportunity to mingle with other members. You could also recommend what events you would like to see for next year.

There are a lot of plans for CLCA this coming year and a lot of changes that could happen to the landscape industry due to some new laws. So now more than ever we need everyone to step up and get involved and be active alongside other landscape contractors and associates.

An important matter this month is the possibility of the banning of small engine motors across all of California. If you have not heard about this, please feel free to reach out to us and we can pass on the latest information on the subject. CLCA and the rest of the landscape industry could use your help in reaching out to our elected officials.

Consider submitting a letter or comment to <https://bit.ly/SOREcomments>. Please submit your letter or comment before November 29th and let them know that this law will affect you directly, and not in a good way.

Have a fantastic Thanksgiving. – *Francisco*



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Tree Removal is Serious Business *By Luis Casas, Legacy Tree Care*

Having your trees removed is not as simple a task as one might think. Before removing trees, it is important to know whether it is your best option. There are several factors that go into determining whether tree removal is necessary or if the tree can be saved. Furthermore, Los Angeles is filled with protected trees that, if removing, require certain standards be met and permits acquired.

Is removing the tree your best option?

Trees are very robust organisms that usually require multiple stresses to bring them down. Sometimes it is hard to know when removing the tree is your best option. To help make that determination, consider these things:

- Is more than 50 percent of the tree dead or damaged where leaving it may create a safety risk for people or property?
- Is the tree trunk or large branches compromised, showing cracks, splits, dead branches, and internal decay?
- Is the tree too close to a structure and posing a hazard?
- Is your tree not growing well? Does it have an extreme lean with poor or abnormal trunk taper.
- Does the tree have fungal bodies growing along the main trunk? Is the tree hollow or rotting in more than 30% of the main trunk?



If you answered yes to any of these questions, your best option might be to remove the tree. Before you do...it's best to get a professional consultation. Have an arborist see if they can save your trees and save you some costly removal expenses. They should also be able to tell you if it's a protected tree. If the tree is protected, there are specific steps that need to be taken.

Who can remove your protected tree?

Did you know that La Canada Flintridge – and many more cities all over California – has implemented standards regarding who can remove protected trees? These standards require that a tree removal permit be acquired, and that the contractor:

- have a D49 Tree Service License,

- be an arborist or commercial tree service on the Official City Approved List,
- and have a city business license.



LUIS CASAS
SFV Past President
Legacy Tree Care

Furthermore, before the tree is removed, as a condition to granting a tree removal permit, the property owner or applicant is required to plant replacement trees on the subject property or pay a designated amount into the city's tree replacement fund. Rules vary by city so be sure to visit your city's official website to learn theirs.

How do you get a permit to remove a protected tree?

If you are looking to remove a protected tree, even when planted on private property, a removal permit is required. Before applying for a permit, you need to contact the bureau's service request section at (800) 996-CITY (2489) or dial 3-1-1 to obtain an eight-digit Service Request (SR) number. Be prepared to give them the property owner's name, agent's name (if applicable), address of the tree(s) location, mailing address with zip code, and a daytime phone number. Once you have the SR number, you will need to complete a Protected Tree Removal Permit Application. Contact the division at (213) 847-3077 to request an application be mailed or emailed to you. Your SR number must be included on the application for the bureau to process your request.



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JONATHAN GOLDHILL
CEO
The Goldhill Group

Top 10 Culture Tips *By Jonathan Goldhill, the Goldhill Group*

1. There is always room for improvement.

Building a culture in the workplace is like building a city. There are always places to grow and expand for the betterment of the people.

2. You don't just suddenly have a culture, especially not a good one. You must build it. Start with your purpose, values, and vision. This is your cultural foundation. Without a foundation, you have nothing to build upon.

3. To build your ideal culture, you need employees that fit your ideal culture. Hire people who fit your core values. When people don't share your values, their presence can destroy a culture over time. Values are like behaviors we operate by; when people operate differently, they destroy the integrity of the organization.

4. Include company culture training as part of the onboarding experience. It's important to start out on the right foot. Make sure your cultural values are aligned with the workplace behavior from Day 1. Don't have aspirational values you don't live. Work with the revealed values already present,

5. Culture trickles down not up. If the upper leadership is not exemplifying the ideal culture, the team never will. Leaders should walk their walk and talk their talk. Authentic leaders embrace and live the values.

6. Focus on principles, not practices. In these times no organization is exempt from the frequent and sometimes drastic changes that plague the economy, especially in regards to technology. Practices are likely to become obsolete after half a decade while principles hold true.

7. Pick the right perks to build upon your cultural foundation. If the mission, values, and vision are the foundation, perks help build the structure. From medical benefits to vacation time to in office entertainment options, perks should be chosen to reflect your core principles and emphasize the culture. If your business is a family business and values family values, an employee might expect above average benefits in regarding maternity/paternity leave and vacation time as well as flexible work hours in order to maximize family time while still getting the job done.

8. Growth requires feedback. Road bumps and missteps cannot be fixed if they aren't known about. To foster a better company culture, leaders need relevant and timely feedback from their employees, and employees need relevant and timely feedback from their leaders. We recommend you have Start-Stop-Continue conversations with your people frequently.

9. Growth requires goals and metrics. What does it mean to you to have reached your next cultural milestone? 88% employee satisfaction? 99%? Set your goal, gather feedback on how to get there, implement changes, and gather feedback to see if you made it. Without monitoring key cultural metrics, you won't be able to analyze your progress, potentially stunting growth, and masking issues.

10. Remember the team building activities. To build and sustain a healthy team culture, the team needs to know each other. Find team building activities that create a cohesive work unit.

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CLCA San Fernando Valley Chapter



INVITES YOU TO A

Holiday Celebration

The San Fernando Valley Holiday Party is back in all its festive glory! The party – complete with a pianist to add to the festivities – is a potluck, so everyone is asked to bring their favorite side dish or dessert. This ensures that the event will be filled with delicious food favorites from many cultures, as diverse as our membership and their varied food tastes. The main course will be provided by our hosts. We will also be accepting Target gift cards and unwrapped gifts for children and teens for donation to the Jenesse Center, a nationally recognized non-profit domestic violence prevention and intervention organization.

PLEASE JOIN US

December 4, 2021
6 p.m. in Porter Ranch

Email Jan Veis at sfvclca@gmail.com to RSVP by Nov. 26 and let her know what potluck dish you will be bringing.

CI Christmas Party Set for Friday, December 10 in Ventura

- Peirano's Italian Restaurant to Host CI and Friends
- White Elephant Gift Exchange Part of the Fun
- Canned Food Drive Goal is 600 Cans for Community

The Channel Islands Chapter world famous Christmas Party and White Elephant Gift Exchange is set for Friday, December 10 at Peirano's Italian Restaurant in Ventura beginning at 12 Noon. Cost is \$30 per person.

This year the event has taken on additional meaning. Part of the program is the building of a Christmas Tree made from canned goods brought by attendees to help feed the needy in the community.

This year the event has taken on additional meaning. Part of the program is the building of a Christmas Tree made from canned goods brought by attendees to help feed the needy in the community. The food drive is part of the Can-Tree and Food Share non-profit programs. The goal is 600 cans brought in by CI Christmas Party attendees.

Let's not forget the laugh-filled part of the program, the White Elephant Gift Exchange. Each attendee will bring a WRAPPED GIFT, serious or funny, for claiming and mayhem (\$15-\$20 value). This is so much fun, and everybody gets to take home something, along with their aching sides from laughing so hard.

Delicious Italian food will be served, as well as CLCA camaraderie. All CLCA members and friends from CI and surrounding chapters are welcome to attend.

Peirano's Italian Restaurant is located at 204 E. Main Street, Ventura, (805) 628-9028. The 12 Noon event will be preceded by a CI Board Meeting at 11:30 a.m. Call Kyle Hillendahl at (805) 864-0836 for details. and to RSVP.



JOSÉ ROBLES
Owner
Landscape Warehouse

Maintaining an Attitude of Thankfulness

By José Robles, Landscape Warehouse

Being thankful shouldn't be something we think about just once a year at Thanksgiving. I believe that thankfulness is an *attitude*, one that people – especially businessowners – should practice every day. Oh, sometimes I fall short, but for the most part I am a pretty thankful guy, because I have so *much* to be thankful for.

Let me first start on a personal note, I am thankful for my boys and family members on both sides of the border. And for life-long friends I have made along the way that I consider an extension of the Robles family.

I am also very thankful for the country we live in...one that provides the opportunity to pursue and achieve in whatever industry we choose. Yes, there is a lot of hard work and some luck involved. And yes, this country is not perfect, but it is light years ahead of whoever or whatever is in second place.

Next, I am thankful for the Green Industry companies that

I worked for years ago, because they gave me the opportunity to learn about landscaping and business. I am thankful for those who gave me the chance to start my own landscape supply business, including great manufacturers and suppliers. This helped us grow from a little blue house to six warehouses, two nurseries, and one distribution center. A major reason for our company's growth is because of our fantastic, hard-working, bilingual, and knowledgeable staff, one that exhibits a thankfulness attitude as well.

But I am especially thankful for our loyal clients who have stayed with us as we were growing and as we were fighting the challenges all businesses face, as well as those caused by Covid. They are some of the finest gardeners and landscapers in the state, and we are blessed to play a small part in their success.

Last, but certainly not least, I thank God for good health and a positive, can-do, and thankful attitude. I also thank Him for allowing me to work in an industry filled with so many good, creative people. Happy Thanksgiving! – José

\$610 Raised for LEAF at Auxiliary Scholarship Auction



DO I HEAR 50? – Auctioneer Steven Kinzler works his sales magic at the Auxiliary Scholarship Auction Oct. 28 at Silver Panda Restaurant in Chatsworth, as SFV Auxiliary President Cindy Strauss looks on.



MULTI-GENERATIONAL EVENT included Great Grandpa Rich Angelo with little Landen Emeterio, between old friends CPC Director South Ed Wallace (left), and CLCA Ambassador Charles Nunley.



MYSTERY GIFTS from generous attendees and bidders helped the SFV Auxiliary raise \$610 for landscape-related scholarships from the Landscape Educational Advancement Foundation (LEAF).



LONG-TIME FRIENDS and CLCA veterans Nelson Colvin (Past State and SFV President), Gary Peterson (CLIC President), and Mickey Strauss (Past State and SFV President) enjoy bidding with buddies.



SFV VP PROGRAMS Josh Emeterio is all smiles between his Mom Wendy (Angelo) Emeterio and wife Lauren. The Angelos and Emeterios took home lots of auction items that evening.



AUCTIONEER Steven Kinzler, SFV VP Membership and multi-year Past SFV President, attended the event with daughter Rachel. Rachel's auction paddle was prominent that evening.



RETIRED AUCTIONEER Nelson Colvin and wife Leslie are happy to have passed the auctioneering baton to Steven Kinzler, who did a fine job.



YOUNG THINKING and proud great grandparents Charlene and Rich Angelo enjoy the auction with Josh's wife Lauren and the two babies, Remi and Landen. Remi waved an auction paddle that evening as well.



CHRISTMAS TREE TYCOON and landscape legend Oliver Holt and wife Regina always manage to sneak in a tree to be auctioned off. The winner won the rights to a beautiful Christmas tree from the Holts.



THREE AMIGAS – Hardworking trio of Jan Veis, Cindy Strauss and Leslie Colvin helped organize the auction, staff the registration table, plus collect and count up the proceeds at the end of the evening.



HAPPY WINNER of a booze collection at the Auxiliary Scholarship Auction is Gary Peterson. The secret presents all proved to be terrific ones.



LAST AUCTION ITEM was as much fun as the first. But all good things must come to an end. Don't miss next year's Auxiliary Scholarship Auction. Fun, fun, fun and for a great cause.

SFV President Francisco Salazar Earns Backflow Tester Certification

Francisco Salazar of Groundcare Landscape and San Fernando Valley Chapter President recently earned his Backflow Certified Tester designation and passed the test with flying colors. According to Richard Daigle of Irrigator Tech who gave the training and administered the test, Francisco is the first person among the 3,200 who have taken the test this year to get **100%** on it!

“A backflow simulator simulates every failure that you could have,” said Daigle. “Incredibly, Francisco even made his own test unit down at the school which is his to take home forever. He inspired everyone in the class.”



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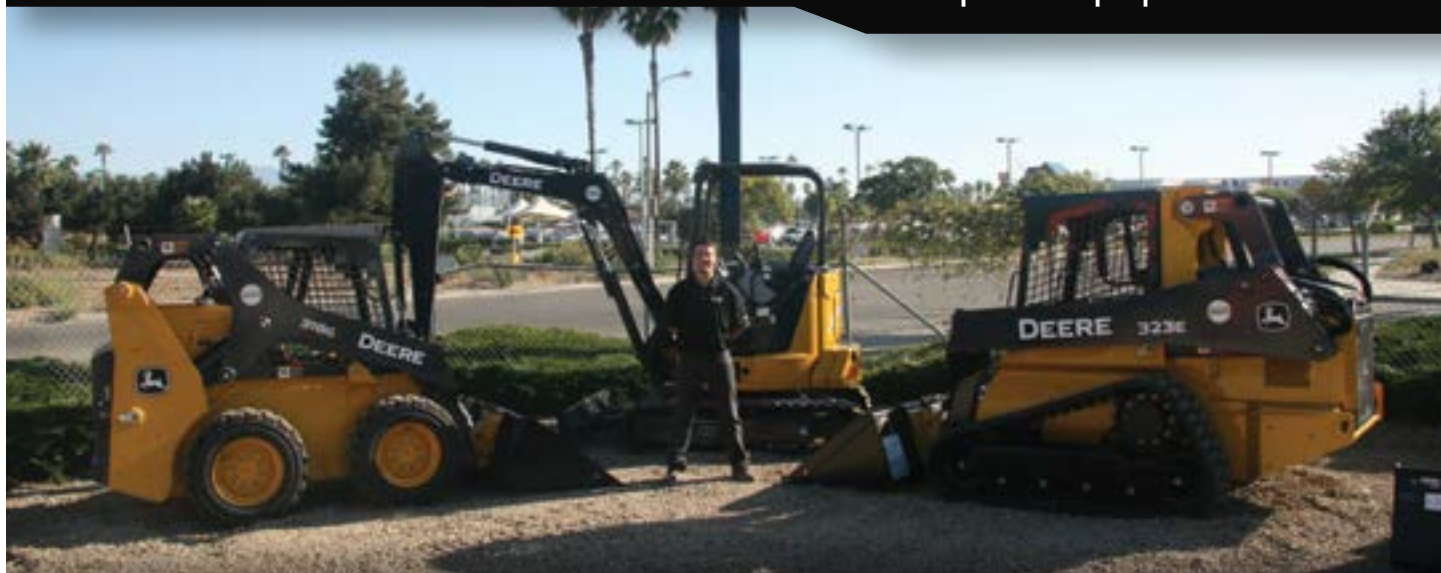
FRANCISCO made his own testing unit.

IRRIGATOR TECH
booth with Richard Daigle
at the recent Landscape
Expo, displayed photos of
Francisco Salazar and his
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CLCA Associates Showcased at The Landscape Expo



SOUTHLAND SOD reps John Domenici, Norm Lopez and Renato DeSuza greet attendees at The Landscape Expo in the Long Beach Convention Center Oct. 13-14.



KELLOGG GARDEN PRODUCTS family of reps included Nicole Fabian, Jim McAllister, Ely Benitez, Rex Lamb, Toby Lebron, John Carranza, and Ty Hall.



SMITH PIPE & SUPPLY reps welcome show-goers. Shown at the big landscape trade show are Tyler Smith and Gary Smith.



CLCA INSURANCE SOLUTIONS representatives Pam Kinne and Dan Dvorak welcome attendees to the Long Beach show.



GREEN INDUSTRY HALL OF FAME Co-Founder and CLCA Ambassador Charles Nunley welcomes guests from in front of several GIHOF displays.



WEST COAST TURF VIPS Dani North and Danielle Scardino are all smiles welcoming guests and talking sod to passersby.



A-G SOD reps Ruben Aranibar and Veronica Casados enjoy chatting to TLE guests about the virtues of sod.



LCIS VIPS Kim Ayala and Natalie Balyasny welcome TLE attendees and explain the benefits of insurance products from Landscape Contractors Insurance Services.



SFV PAST PRESIDENT Rene Emeterio and CPC Director South Ed Wallace (looking a little like the Lone Ranger) visit booths and old friends at TLE 2021.



PAST STATE PRESIDENT Beth Burns gets caught up in the Halloween spirit sitting among some very strange characters at TLE 2021.



DELTA BLUEGRASS Reps Jodie Sheffield and Jim Culley (right) greet a TLE guest at the big Long Beach trade show.



CLCA INFORMATION BOOTH is staffed by HQ VIP Maria Abero and OC Chapter President Sal Hernandez. Lots of informative material, lots of visitors... hopefully leading to lots of new members.

Support Builds for a 2022 Water Infrastructure Funding Initiative

A Letter Submitted by John Vorbeck, CLCA Life Member

This is an urgent message about water, or lack of it, from John Vorbeck, Life Member of CLCA. As you may have heard by now Governor Newsom has cut off all farmers in the State of California from getting water from the state and federal water projects. This is going to affect the cost and availability of the vegetables and the fruit you buy at the supermarket because they will soon need to be imported from other states or other countries. But there is a way to prevent this from happening.

Besides being a proud member of CLCA, I am also a member of California Water for Food and People Movement (Californiawaterforfoodandpeople.com.) The movement is going to help place an initiative on the November 2022 ballot for voters to approve. The initiative is the Water Infrastructure Funding Act of 2022. The petition to get the initiative on the ballot is called More Water Now, and the website is Morewaternow.com.

Please read all the information from these two websites as it is very important. If you care about what's left of this state, you will sign the petition and later vote yes for the initiative in 2022. To qualify and pass this initiative will take a powerful coalition of grassroots activists, water agencies, engineering contractors, agribusiness, Green Industry professionals, and labor. Help us bring people together from all over this great state. Between November 2021

and April 2022, we intend to collect 1.5 million signatures on the petition to place the Water Infrastructure Funding Act of 2022 on the November 2022 ballot.

To qualify and pass this initiative will take a powerful coalition of grassroots activists, water agencies, engineering contractors, agribusiness, Green Industry professionals, and labor.

Our ballot proposition, a nonpartisan initiative constitutional amendment, when approved by voters, will accomplish the following objectives:

First, to allocate two percent of the state's general fund for construction projects – aquifer storage, wastewater recycling, conveyances, surface storage, desalination, and water

treatment – to increase the annual sustainable supply of water to California's cities and farms by five-million-acre feet. The measure authorizes up to 50 percent of this revenue to be used to make payments on construction bonds, which immediately could raise about \$40 billion.

Continued on page 13

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Support Builds for Funding Initiative, from Page 12

Second, this initiative aims to alleviate the legal and bureaucratic obstacles to getting water projects approved and funded. We want this money to pay workers to build things, not to pay for endless litigation and bureaucracy. We believe the language we've arrived at strikes a delicate balance. It leaves protections in place for the environment but streamlines the process.

Several years ago, the state's voters approved a bond issue of 50 billion dollars to build two new dams that will provide another 500-million-acre feet of water per year, but the legislature never followed through. Instead, they spent some of the money on things other than those pertinent to water. The difference here, is that this initiative is not a bond issue. It will set aside 2% of the state's budget for water related programs.

California is the wealthiest, most innovative place in the world. If there is anywhere on Earth where the challenges of drought and climate change can be overcome, it is here. Let's solve these challenges, and instead of water rationing, create water abundance.

Please visit morewaternow.com and sign up to help gather petition signatures to ensure the initiative qualifies for the November 2022 ballot.



MORE WATER NOW

Donations are also accepted. To mail a check to the More Water Now campaign, make your check payable to "More Water Now," P.O. Box 730, Hilmar, CA 95324. State election law requires political committees to report the name, physical address, occupation, and name of employer of individuals whose contributions

exceed \$100 in a calendar year. Please include this information with your donation. If you wish, you can download and print a donation form from More Water Now website

So, I ask you once again, please read the initiative and sign the petition that is being circulated beginning this month (November). Then vote Yes on the initiative in November 2022. My phone number is (818) 480-0350, and my email address is jwvlandcon@gmail.com if you have any questions.

Thank you in advance for your support.

Sincerely, John W. Vorbeck

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Irrigation Show and Education Week in San Diego December 6-10

The Irrigation Show and Education Week provides every way for landscape professionals to find success and this year it's coming to California! Join the Irrigation Association in San Diego, December 6-10, for insights, innovation and networking.

The 2021 exhibit hall will feature 190 exhibitors representing over 100 product categories. Explore the show floor to connect with companies specializing in landscape sprinkler equipment, pumps and pump controls, and landscape lighting.



The new Innovation Hub on the show floor will host a Pitch Competition featuring startup landscape irrigation tech companies looking to promote their technologies to the industry.

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Thinking – In the Spirit of Thanksgiving

As the Autumnal Equinox signifies that everything must change, those of us in our vocation and allied trades recognize we need to gear up and be ready to direct new thinking into the matrix of the “Master Creator.” I believe we are surrounded by a creative force which operates on and by means of our thinking. This Divine Spirit responds to a universal law of cause and effect. This Creative Substance never stops working for us and is highly influenced by our thoughts.

Therefore, you need to take care as to what you want your “thinking” to objectify. I like to believe that in thinking wisely we experience “true life” by means of our creative, conscious thoughts. In great thanksgiving I am humbled by a growing understanding that has allowed me to understand the teaching of so many teachers. Unfortunately, it just took longer than what I would have liked. These are the teachers that said that no matter what or how you might refer to the Master Weaver of the tapestry of life, those of us in our profession know there is a creative power in this universe and that we are one with it.

We attract lucrative and enjoyable opportunities into our pathways while enjoying what we know, and how to actually do the things

we know. Perfect possibilities express themselves in a timely manner. It is our time now! The eternal Creative Spirit flows through us, waiting in love for our positive direction and our new ideas.



DAVID JUNOD
Sheridan Landscaping, Inc.

I like to believe that in thinking wisely we experience “true life” by means of our creative, conscious thoughts.

I am thankful for the knowledge that our timeless Creator is the Changeless Reality of every season. We all choose a pathway of enlightenment. A long time ago, a friend, Jonathan, took me aside and told me I was off center in a soft mannered way. I was mortified to say the least. Obviously, it was a lesson I never will forget. A stumbling block? No, a redirection for which I am thankful to this day. On the wrong path? Ask God to set you on

your right one.

Be careful what you think. You do reap the thoughts that you sow.
– Dave

“You cannot stand the storm for you are the storm. If you are not careful, you become what you’re hunting.” – Nietzsche

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