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*SFV PRESIDENT Francisco Salazar and wife Yuriela are happy with their October 27 Auxiliary Auction win, as is their daughter Victoria. A \$50 Starbuck's Card was also included with the scholarship fundraiser prize.*



*AUCTIONEER Steven Kinzler did another outstanding job raising funds for Auxiliary scholarships. Here he shouts, "Sold for \$60 to the little girl waving the paddle." (Her parents paid... all for a great cause.) More photos on page 7.*

## SFV Holiday Party

- Saturday, December 10
- RSVP by December 6
- See pages 3 & 5 for details

## SAVE THE DATE!

### Dual Chapter Installation Thursday, January 26

- SiteOne, 21361 Deering Ct., Canoga Park
- 2023 State President to install both San Fernando Valley and Channel Islands chapters board officers
- See page 3

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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. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. 1 Board Meeting 8 a.m., Millie's Restaurant 16840 Vanowen St., Van Nuys
- 3 Channel Islands Christmas Party and white elephant gift exchange, 12 Noon at **Pacific Corinthian Yacht Club**, 2600 Harbor Blvd., Oxnard (805) 985-7292; pyc.org \$35 per person plus a \$35 wrapped gift. Area chapter members welcome TBD. Call Kyle Hillendahl at (805) 864-0836 to RSVP.
- 10 SFV Holiday Party at the Mickey and Cindy Strauss residence in Chatsworth. 6 p.m. Potluck, Holiday piano music. Bring an unwrapped gift for a child at Haven Hills Domestic Violence Shelter. RSVP by Dec. 6 to Jan Veis for details at sfvclca@gmail.com. Channel Islands members and friends invited.
- Jan. 24-25 Leadership Conference, Sacramento
- 26 Dual Chapter Installation – San Fernando Valley and Channel Islands Chapter Boards – 5 p.m. at SiteOne-Canoga Park, 21361 Deering Ct. Vendors to demo battery powered tools. Evan Moffitt, 2023 State President is Installing Officer. Details TBD.

**Dual Chapter Installation  
Set for Thursday, January 26  
in Canoga Park**

• **2023 State President to install both SFV and CI Officers**

The chapter's Installation of Officers will include board members from both San Fernando Valley and Channel Islands Chapters, as has been the case in recent years. The dual chapter Installation will be held January 26, 2023, at SiteOne-Canoga Park located at 21361 Deering Ct., Canoga Park, CA 91304. Installing official will be Evan Moffitt, CLCA 2023 State President.

The event will include vendors who will demo battery powered tools. Milwaukee Tools has confirmed at press time, but other manufacturers have also been invited.

The event will begin at 5:00 p.m. Other details TBD and will appear in the December issue. But for now... **SAVE THE DATE!**

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FRANCISCO SALAZAR  
SFV Chapter President  
Groundcare Landscape Co.

## With Pride

Hello San Fernando Valley CLCA members. First off, I would like to thank all those who attended our Auxiliary LEAF Scholarship Auction. It was a great event with great food in a family style setting. Thank you to everyone that lifted that bidding paddle and helped generate a promise to a future LEAF Scholarship recipient. Special thanks to Cindy

Strauss, the Auxiliary committee (Mickey) and our auctioneer Steven Kinzler.

I'm really excited now about our Convention in Indian Wells where I hope to see many of you, as we close out the year with our last State event. Just so that you know, our first State event of the new year will be our Leadership Conference January 24-25 in Sacramento. The Leadership Conference is for chapter board members and other CLCA VIPs.

Among other things, the conference is designed to help chapter officers fulfill their roles on their respective boards by providing rules, regs, techniques and ideas that will make their jobs a lot easier and in line with State guidelines. If you have not been to a Leadership

Conference before, check with me and we'll see if we can work it out. There is a lot to learn and there is no better setting for networking.

**If you have not been to a Leadership Conference before, check with me and we'll see if we can work it out. There is a lot to learn and there is no better setting for networking.**

We are still filling positions in our board for next year, so if you are interested in being more active do not hesitate to contact me to discuss how you can help our community and trade as well as yourself.

Lastly, plan to attend the SFV Chapter Holiday Party Saturday, December 10 at the home of Mickey and Cindy Strauss. The event is pot-luck, and will feature Holiday piano music, great camaraderie, and a lot of fun. Email Jan Veis at sfvclca@gmail.com or call (818) 772-7233 for details if you are planning to attend. See you at the Convention!

— Francisco



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# Holiday Party

**SATURDAY, DECEMBER 10, 2022**  
**6 P.M. IN CHATSWORTH**

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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, Mickey and Cindy Strauss. Please bring an unwrapped gift for a child to be donated to the Haven Hills Domestic Violence Shelter.

Email Jan Veis at [sfvclca@gmail.com](mailto:sfvclca@gmail.com) to RSVP by December 6 and let her know what potluck dish you will be bringing!





**JOSÉ ROBLES**  
Owner  
Landscape Warehouse

## Education is the Key to Growth

**A**s a young man newly arrived in Fresno and working on my uncle's farm, my Tío Rubén gave me some advice that helped set me on the path for personal and professional growth. He told me to finish school and then find a trade in a field of endeavor I truly enjoyed. That's good standard advice for any profession. But then he told me to learn as much as I could about my chosen trade, *and never stop learning about it.* "Education is the key to success," he said. I have adopted that bit of wisdom, and it has never failed me.

After high school, I was offered a scholarship to play soccer at Fresno State. The choices you make define what you are and what you are going to be. As tempting as it sounded, I knew my time would be better spent working on my future, rather than kicking a ball around for a couple of years. My love of landscaping and my need to earn an income won out. I believe I made the right decision.

You may have received a formal education in landscaping related subjects from Pierce, Cal Poly or another college with a horticulture department. Or, like me, you learned and honed your craft via classes at local suppliers' locations, industry seminars, working your way through the various levels of local landscape companies, or all of

the above. Education is what has helped transform us from someone having to use our physical ability – a pick and shovel – into someone who understands the technical and management side of the business. We now pick up a pen, sign the checks, and hopefully shovel some of the money earned toward our company and our fantastic employees.

In a way, our businesses are like the plants we take care of. Either we are growing, or we are dying. It is education and ever-increasing knowledge which spurs the growth that keeps us at the top of our game, and our businesses flourishing. If we quit learning, we quit adapting. If we quit adapting, the industry will pass us by and so will our customers.

I went from taking classes in various aspects of landscaping to teaching them...something I really enjoy. I bring this up, because our newest location, **Landscape Warehouse-North Hollywood, located at 11311 Hartland Street, (818) 287-8866**, has several large rooms where we plan to offer hands-on classes on important landscape related subjects. These would include:

- Water Conservation – Drip irrigation from different manufacturers
- Landscape Lighting Installation
- Valve Repair
- Controller Programming
- How to design and build a reliable irrigation system
- *And more!*

These classes will not only help you hone your skills, but your employees will also learn from them, increasing their capabilities and their value to your company.

Although we are already open in North Hollywood and ready to serve your landscape supply needs, we are planning a future Grand Opening celebration there...and you're invited. We'll get you the details regarding the celebration and our class schedule just as soon as available. Looking forward to seeing you there. – José

"Formal education will make you a living; self-education will make you a fortune." – Jim Rohn

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## SFV Auxiliary Auction Raises Over \$800 for Scholarships



**SFV PAST PRESIDENTS** Rich Angelo, Rene Emeterio, Mickey Strauss, and Steven Kinzler (far right) join CLCA Ambassador Charles Nunley (center), CI President-Elect Ivan Salazar, and SFV President Francisco Salazar, at the fun-filled Oct. 27 Auxiliary LEAF Scholarship fundraiser.



**TWO-FER** – With this mystery prize you get a jar of honey. Such a deal from SFV Auxiliary President Cindy Strauss and Auctioneer Steven Kinzler. The auction took place at Mandarin King Restaurant in Northridge.



**KIDS' NIGHT AT THE AUCTION**  
Auxiliary VIP Wendy Emeterio enjoys the bidding along with grandson Landen and Rene Emeterio. Lots of youngsters were there to enjoy the festivities.



**SFV VP PROGRAMS** Josh Emeterio and wife Lauren complete the family night out with daughter Remingtin.



**ADAM AND LESLIE COLVIN** joined the others in a moment of silence early in the evening in remembrance of many-year auctioneer and SFV VIP Nelson Colvin. This one was for you, Nelson.



**FORMER SFV FIRST COUPLE** Steven and Debilyn Kinzler (right) invited daughter Kasee, her husband Leland Ortega, and baby Theodore (hiding in stroller) to join in the fun.



**MULTI-GENERATIONAL EVENING** was celebrated by (from right) President Francisco Salazar, wife Yuriela, her 96-year-young grandmother Victoria, Yuriela's mother Blanca, and Ivan Salazar with niece Victoria.



**PAST STATE PRESIDENTS** Charles Nunley and Mickey Strauss have enjoyed well over 20 of these LEAF fundraisers and continue to look forward to them every year. Mickey also helps wife Cindy organize them.



**PAST STATE AND SFV PRESIDENT** Rich Angelo enjoys the event with SFV AM Rep Tom Lucas. Tom brought jars of honey for attendees. (A beekeeper uses part of his property. Sweet thought, Tom.)



**THERE'S BABY THEODORE** with his mom Kasee Ortega. Thank you to all the families who attended. Because of your participation more than \$800 was raised for LEAF scholarships.



**CPC SOUTH DIRECTOR** Ed Wallace scored on a bottle of JD and glasses to drink it with. Nice prize considering no one knows what they are bidding on. Don't miss this event next year. It's a blast!



## Negative Nicknames *From an article by Mark Matteson, Sparking Success*

*Our job is not to stick our toes in the water, it IS to make waves! Stick up for your kids, your employees, and your friends. Here are some thoughts on negative nicknames...*

From age 12 to 13-1/2, I grew 9" in those painful 18 months. I was a gangly, clumsy kid. Who wouldn't be? My knees ached constantly, and I knocked things over with great regularity. It became an issue in my family and frankly, a punch line and callback, mostly with raised eyebrows or disgusted looks. Non-verbal cues of frustration.

In 1969, our family visited my maternal grandmother and her husband in England. My step-grandfather, Opa, was an impatient old curmudgeon (a surly or bad-tempered person) that couldn't tolerate my awkward behaviors and occasional mishaps (the spilled glass, tripping over footstools, etc.). He coined the term "Muckle-hummocks" which I later discovered meant "large (clumsy) hill. It was a cutting comment from a man that was afraid and had low self-esteem, putting me down to lift himself up. No one ever said anything to him. "Don't make waves," my mother would say.

Years later when I became a good college basketball player, my mother was astounded at the transformation. Opa was wrong. I vowed to never do that to my kids, employees, or anyone else's for that matter.

### Children (and employees) rise to the level of expectation.

Words trigger pictures and bring about emotion, positive or negative. Those images and words become self-fulfilling prophecies. Great leaders understand this and apply it to create great results, in organizations, schools, sports teams, and churches. "Treat me as I am, I remain. Treat me as I can be, I become."

My youngest son Evan was described as "A Late Bloomer" in high school. Everyone agreed, he had great potential. This is called the Pygmalion Effect. Teachers and coaches' expectations can predict academic and athletic blooming. Armed with that information, I predicted Evan's success from the time he was 12 until 22, "Your future is so bright, it burns my eyes to look at it. You will go so much further than I ever did in school, sports and business!" I said that to him hundreds of times. I gave him the nickname "Beast" (as in "beast on the boards!") Guess what? He did! His senior year in college at Texas A&M International University he led his team to the Conference Championship and playoffs and was voted MVP of the conference, an All-American, and was drafted in the NBA's D-League. The principle is called "The Pygmalion Effect." According to a study by Rosenthal in 1968, there are four factors for creating the Pygmalion Effect:

*Continued on page 11*

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## Protecting Your Business from Interest Rate Hikes

From an article by Dean Kaplan of The Kaplan Group

### 1. Tighten your credit approval criteria

This is no time to offer easy credit to anyone. Instead, you should take a hard look at your credit approval procedures, revising them to actively filter out customers who pose future payment risks.

For example, if you've been lax about investigating an applicant's financial health before extending credit, close that loophole right now. If a business has struggled to pay other vendors or is too new to have a solid credit history, you might put them on a cash-only basis for the first few months or offer tighter terms to start.

Watch all new accounts like a hawk until you feel reasonably sure they qualify for better terms, and take rapid action when debtors fall behind.

### 2. Align your sales efforts with the new economic realities

When the economy is healthy, your sales team may feel free to grow your customer base without thinking much about a potential client's creditworthiness. This strategy is fine when all businesses are doing relatively well, and even newer enterprises can steer their way out of temporary lulls to achieve profitability.

In tougher times and when preparing for interest rate hikes, however, your sales team needs to focus on quality, not quantity. This means selling more goods or services to customers who have a proven record of paying on time. New customers are welcome but make it clear that you will not green-light credit applications as readily as you did before.



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### 3. Deal with past-due accounts right away

Taking fast action when customers pay late may be even more important than changing your company's credit approval procedures. Still, if you're like most businesses, you probably haven't paid enough attention to this essential practice.

All economic signs point to a race for the money as creditors push to collect from every struggling customer. Those who take action at the earliest possible moment will have a distinct advantage.

### 4. Give your accounts receivable team the resources they need

It takes time and skill to manage receivables effectively. Your current team may need more people and possibly more training to stay on top of past-due accounts. New protocols need to be created for accounts that reach the 30-day and 60-day past due point. Your accounts receivable team may have let accounts go until they hit 90 days, but this no longer makes good business sense.

Consider this the starting point of a 12-month campaign to improve the health of your receivables. With all economic signals pointing to rough times ahead, you'll be glad you did everything possible to prepare for interest rate hikes, minimize default risks, and protect your bottom line.

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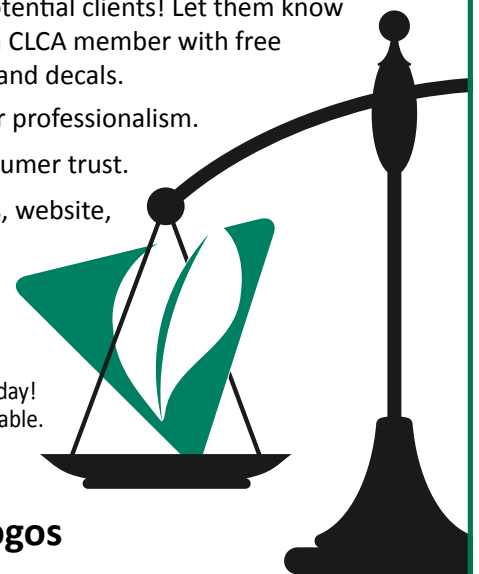
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# The 10 Key Ingredients to Financial Well-Being

From an article by Mark Kraveitz Managing Partner and Founder of ALINE Wealth

Your financial health, in fact, impacts so many other aspects of your life, including productivity, health, and happiness. But becoming financially successful isn't complicated, it just requires consistency and dedication. The following 10 steps can help you achieve financial success. And the best news is, it's never too late to start!

## 1. Strive to live within your means

Set a budget and work on sticking to it for three months. After three months, revisit your initial budget and goals, and revise if necessary. Budgeting apps like Mint and Personal Capital are great places to start, but you can also build something simple in Excel.

## 2. Put as much money away as you can

Start to save as soon as you get your first job (or as soon as you can, if you're past that!). If available to you, get into the habit of putting away as much as you can into your company-sponsored retirement plan, usually a 401(k) or 403(b); if your employer doesn't offer one, consider opening an IRA. Continue doing this throughout your entire career, and as you receive raises, increase the amount you're putting away. Never buy anything you can't afford.

## 3. Don't put all your financial eggs in one basket – diversify

In simple terms, diversification equates to not putting all your eggs in one basket. If you're diversified, your portfolio will allocate

investments across industries, geographies, and more. Your portfolio make up will be based on risk tolerance, cash flow, needs, time horizon, and goals. You can bucket each account according to your goals and diversify them accordingly.

## 4. Embrace the power of compound interest

Iconic scientific genius Albert Einstein allegedly once said the eighth wonder of the world is compound interest. Why? Because when you can allow your money to compound and make money on your money, your investments can grow significantly. Compound interest is another reason to start saving as early as you can, so you can truly make your money work for you.

## 5. Educate yourself about investing

As famed businessman Sy Syms said, "An educated consumer is our best customer." Educate yourself about the investment world. The more educated you are, the better you will be able to differentiate between the right and wrong investments for you.

## 6. Ensure your children's financial well-being by teaching them about finances

Fostering financial wisdom is a powerful way to help your children and grandchildren build a solid, stable knowledge of the financial markets. It will help them with their independence while giving you the ability to pass along your values to the next generation.

## 7. Put your estate in order

It's critical to have a will, or you will let the courts decide how to distribute your assets when you pass. While Covid-19 raised estate planning awareness, especially among younger people who may not have thought much about it before, two out of three adults still do not have a will. Regardless of your age or health, talk to your heirs about how you want to distribute your assets upon death.

## 8. Don't let emotions dictate your investment decisions

Fluctuations are a normal part of investing. Don't get emotionally involved in the ups and downs of the market. Be careful listening to the "media experts" because they look at things on a daily basis. As an investor, you should be looking more long-term and not worried about the daily movements of the market.

## 9. Spread the wealth

Should you be one of the fortunate ones who has achieved financial well-being and made enough money to live comfortably on through retirement, consider spreading that wealth and supporting causes that are important to you. Involve your children so they can learn important lessons about philanthropy.

## 10. Hire the right professionals to help you achieve financial well-being

As your financial situation becomes more complicated, consider hiring a professional to help. Look for professionals who have your best interest at heart and ones that have a fiduciary responsibility to put your needs ahead of theirs. When evaluating different options, ask how they get paid and what you can expect from working with them.



**Wonder What Products Are Available for Electric Equipment Funds?**

**California CORE Catalog Has Just Launched!**

Manufacturers are submitting applications to have their equipment listed in the California CORE catalog. We expect more items to be added in the coming weeks.

View the California CORE catalog [here](#).



Want a refresher on the California CORE program and how to get funding assistance to transition to electric equipment? Watch our CLCA members only webinar [here](#).

As a reminder, here are additional resources you can use to make sure you're ready to submit your funding application as soon as CORE (Clean Off-Road Equipment Voucher Incentive Project) opens the process.

- Register for California CORE email alerts at [info@californiacore.org](mailto:info@californiacore.org)
- Review the CORE [catalog](#)
- Check out the list of CORE [dealers](#) (currently at 70 dealers)
- Prepare using our CORE Program [Checklist](#)

**California CORE aims to open voucher applications on November 7th!**



California Landscape Contractors Association | (916) 830-2780 | [clca.org](http://clca.org)



**Negative Nicknames**, from Page 8

**The Climate (Environment) Factor** – They are simply nicer to their students in the things they say and their non-verbal communication.

**The Input Factor** – The teachers teach more and better material to the students. They expect them to learn it.

**The Response Opportunity Factor** – Kids and employees do better when they get a chance to respond. They call on them more often and let them talk longer.

**The Feedback Factor** – The kids and employees get praised for good answers and get clarity and paraphrased feedback for low-quality answers, like, “Yes, good, and in addition....” There is a synergy and collaboration in every interaction that makes people feel important and needed.

Does this work with employees and adults? You bet it does. Our job is not to stick our toes in the water, it IS to make waves! Stick up for your kids, your employees, and your friends. Don’t let the Opa’s of the world determine your worth/self-image or that of your children or employees. What if they are wrong? (Bullies usually are!) Believe in others and say so. “Your future is so bright, it burns my eyes to look at it!”

Just ask Evan. No one ever called him Muckle-hummocks, just Late Bloomer and “Beast!”

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

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## Seven Ways to Ensure Onboarding New Managers is Successful

From an article in *allBusiness*

### 1. Invest time in training the “why”

It’s not just about processes and procedures. You also have to be sure to engrain the “company way.” Managers play a key role because they also shape the team of employees that they manage. By investing the extra time in also training on the “why,” you empower the manager to lead. This sets up a manager for true success to manage a team of employees to work toward one goal. – *Bill Mulholland, ARC Relocation*

### 2. Trust them from the get-go

If you treat managers like they are in a trial period, they will start in a defensive posture. Communicate that there is inherent trust and room for error and that you chose them for the long haul. This is a good strategy for more than management. Everyone wants some latitude in their work. Give it to them, and see not only your bottom line grow, but also your brand loyalty. – *Matthew Capala, Alphabetic*



### 3. Let them get hands-on experience

Get their hands dirty while they learn about the product. If they’re in sales, have them sit in on sales calls. If they’re in marketing, let them dig into the analytics, watch buyer call recordings, etc. While they’re actively going through the typical onboarding checklist, getting hands-on with your product or service and joining calls as an observer will quickly get them up to speed. – *Andy Karuza, NachoNacho*

### 4. Be clear about expectations

One primary way to set up your managers for success from the start is to be crystal clear about expectations. It’s absolutely critical that your managers are certain about what you expect from them at the very beginning. The benefits of this are long-lasting. Setting expectations prevents misunderstandings and ensures a good cultural fit by informing them of what your teams will expect from them. – *Richard Fong, Assured Standard*

Continued on page 13

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**Onboarding New Managers**, from Page 12

**5. Provide proper training**



The best way to onboard managers is to have a proper training session in which you tell them about the company culture, how things happen, what they are expected to do in certain situations, and more. Training them right in the beginning is a great way to set them up to thrive without fail. – *Thomas Griffin, OptinMonster*

**6. Create easily accessible documentation**

It doesn't matter if you're onboarding a new writer, social media marketer, or manager – proper documentation makes all the difference. We have a comprehensive list of documents created by existing team members that new hires can access if they want to learn more about their roles and get step-by-step information on performing specific tasks. – *John Brackett, Smash Balloon LLC*

**7. Share seemingly “counterintuitive” skills and knowledge**

When onboarding, it is paramount for new hires to have a deep understanding of their role, so they know what skills or knowledge are necessary to do well. While many things can be learned on the job, prioritizing lessons and trainings on concepts that may be counterintuitive or hard to pick up will help new managers thrive quickly. – *Akshar Bonu, The Custom Movement*

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## Your Immediate Future is Your Present Thinking Made Visible

In this season of Thanksgiving, I am thankful about being drawn to our profession as landscape designers, contractors, and, of course, all the allied trades that compliment and help us fulfill our chosen vocations. I am also thankful that our Creator has placed Himself within each of us as the oak tree is within the acorn. This signifies that the Wisdom of God is within the creative minds of every sentient being and is ready to act on each of our desires aligned with God's Calling on our life.

Genius is an ever-flowing fountain of creative achievement that shows up by means of our thinking. It moves from conscious thought into a subjective substance that only knows to act upon our desires. Your immediate future is your present thinking made visible.

There is only one starting point, that is knowing that our co-creative ability is a gift from God from the first breath of His love. To understand this ability has taken me some time. I feel illuminated each day as I celebrate the here and now.

I am also thankful that I am beginning to understand – as the indigenous people do – that there is a dynamic oneness with this Spirit – a Divine intelligence that is within us as infinite intelligence.

Know this, unlimited good is experienced as we tune into God's Divine

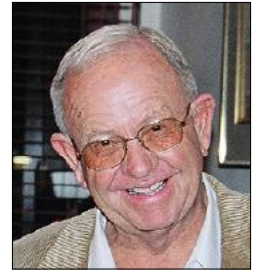
Nature within. Recognizing that being co-creators of our creative endeavors is a wondrous discovery. As I have said before – The wonder of my way is the way of my wonder.

In this special time of year, I am thankful for – and celebrate with you – God's love

and prosperity and the happiness only He can bring. Love does, always. – *Namaste, Dave*

“I know the infinite invisible as God, everywhere equally and evenly present. This is the omnipresence that shapes us...everyone.”

– *Rev. John Scott-Jamica*



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