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YOU ARE INVITED!

**Dual Chapter Holiday Party
& White Elephant Gift Exchange
Saturday, December 2**

- Potluck at Lucas Residence in Somis
- See flyer on Page 2

COVER PHOTO: AUXILIARY AUCTION VIPS – Auctioneer and Past SFV President Rene Emeterio and Auxiliary President Cindy Strauss conducted the SFV Auxiliary Fundraising Auction raising over \$1,040 for LEAF Scholarships. The super fun event took place October 19 at Szechuan Garden restaurant in Tarzana. (More auction photos on page 7.)



SAVE THE DATE!

**Dual Chapter Installation
January 25, 2024**

- Yolanda's Mexican Restaurant, Simi Valley
- Registration details next issue

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YOU ARE INVITED

TO THE

CLCA SFV/CI Dual Chapter
HOLIDAY PARTY



& White Elephant Gift Exchange



Bring a wrapped gift (valued between \$20-\$30) if participating.

SATURDAY, DEC. 2 at 6 P.M.

AT

Lucas Residence

IN SOMIS

The party is a potluck; bring a side dish or dessert.

★ **RSVP FOR ADDRESS** ★

Kyle (805) 864-0836 or Francisco (818) 970-7592



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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

- Dec 2 Dual Chapter Holiday Party and White Elephant Gift Exchange with Channel Islands Chapter, Lucas Residence, Somis. Potluck event. Contact Kyle Hillendahl CI Past President (805) 864-0836 for address and details. All area CLCA chapter members invited.
- Jan 25 2024 SFV/CI Dual Chapter Installation Dinner, 5:30 pm Yolanda's Mexican Restaurant, Simi Valley

SAVE THE DATE!

San Fernando Valley and Channel Islands Chapters to Hold a Dual Chapter Installation Dinner

Thursday, January 25, 2024

5:30 p.m. at Yolanda's Mexican Restaurant
590 E. Los Angeles Ave., Simi Valley.
\$40 per person

Registration details next issue.

DON'T MISS IT!

The Art of the Pitch

From an article by Rieva Lesonsky is CEO of GrowBiz Media

Here are some tips for pitching your product or your business to the media:

Do your homework. Research the person and publication you're contacting before you pitch. Most of the pitches I decline are because they're irrelevant to my beat (what I write about).

It's actually not all about you. Focus on providing value to the recipient's readers, viewers, or listeners, such as interesting statistics, news, or how-to information. If your pitch is too promotional and sounds like an ad, chances are it will be declined or ignored.

Timing is everything. As a general rule, the best time of day to send pitches is early morning to noon; the best time of the week is Monday through Wednesday.

Respond quickly. If someone responds to your pitch, answer ASAP. Journalists, bloggers, podcasters, etc. are busy. If you don't answer them, they'll move on to someone who will respond quickly.

Craft great email subject lines. An email's subject line is what makes the difference in whether your email gets opened or ignored. Make your subject line intriguing, but not hyperbolic.

Keep it short. Most people prefer receiving pitches that are between 100 and 200 words. Take it from me – when you're wading through 500 pitches a week, shorter is better.



FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Happy Thanksgiving to All

Hello fellow San Fernando Valley CLCA members. It is now November and with it most of us are hopeful for a big family feast around the big table. I am very thankful for those SFV members who have remained active and supportive through Covid, and whose ideas and energy will ensure that 2024 is an even greater success than the year just ending.

I would also like to thank everyone who attended the Leaf Scholarship auction and donated or contributed. Auxiliary President

Cindy Strauss and her team are very grateful and will put those funds to good use. Thank you to Rene Emeterio who stepped in as Auctioneer and did a fabulous job.

Dual Chapter Holiday Party December 2

Don't miss our special Holiday Party and White Elephant Gift Exchange, set for December 2 at 6 p.m. It is a Dual Chapter event that will include both San Fernando Valley and Channel Islands

Chapter members and friends. The party will be held at the Lucas Residence in the city of Somis. Bring a wrapped gift (\$20-\$30 value) for the White Elephant Gift Exchange, and an unwrapped gift (any value) for a child or mom at a local shelter. It will be a potluck event so bring your favorite dish. (See details and contacts on page 2.)

SFV & CI Chapters to Install 2024 Boards January 25

Both the 2024 San Fernando Valley Chapter and the Channel Islands Chapter boards will come together for a Dual Chapter Installation Thursday, January 25 at Yolanda's Mexican Restaurant in Simi Valley. Located at 590 E. Los Angeles Ave., the event is set to start at 5:30 p.m. with a cost of \$40 per person. Save the date. See details next month.

If you would like to be more involved with our chapter there is room for volunteering, just let us know and we would be happy to discuss how you can help.

Thanks again for all your support. Happy Holidays! – Francisco

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10 Simple Client Appreciation Tips to Keep Your Business Growing

From an article by Larry Alton in allBusiness

Customer Service – Client appreciation improves your client relationships and facilitates retention – and it doesn't cost much to execute. When customers feel appreciated, they're much more likely to stick around, and they're more likely to recommend you to a friend or colleague.

Client Appreciation Tips – These tips and strategies will help you design and execute a consistent client strategy:

1. Remember the Pareto principle. The Pareto principle is an informal rule that says you get about 80% of your results from about 20% of your efforts. For our purposes, we can estimate that 80% of your revenue will come from 20% of your customers. Even if your business doesn't closely follow that formula, we can assume that some of your customers will be inherently more valuable than others. Accordingly, your most valuable customers should be the ones getting the most appreciation. Appreciate all your customers, even the small ones, but go above and beyond for the ones you're most eager to keep.

2. Be specific in your messaging. Whenever you're writing messages of appreciation or doing something special for a customer, be specific. A generic "thank you" card won't mean nearly as much as a paragraph-long message of gratitude for the experience of working together. A generic gift basket won't mean nearly as much

as a gift basket that was hand-picked for a specific client. Know your audience and appeal to individuals specifically when possible.

3. Send handwritten notes or greeting cards. Email and other digital messages can be valuable, but few communications are as powerful as receiving physical mail. Consider printing greeting cards for your clients, and/or sending handwritten notes. The excitement of getting a piece of physical mail that isn't junk can instantly make someone feel appreciated – and handwriting always feels more personal than written text.

4. Apply both group and individual appreciation. Your customer appreciation strategy should include both individual and group level tactics. At the individual level, you can send gifts, write notes, and take clients out to dinner. At the group level, you can host customer appreciation weeks and special events where your customers all gather together.

5. Take advantage of holidays. Holidays are the perfect opportunity to show appreciation for all your clients. Around commonly celebrated holidays, like Christmas or the Fourth of July, consider sending a gift basket (or at least a card in the mail). The same is true for birthdays and celebrating personal

Continued on page 12

Our Dear Friend Charles Nunley Needs Your Help

• **GoFundMe Fundraising Effort Started for Long-Time CLCA Member**

CLCA Ambassador, Past State President, and former LA Chapter President Charles Nunley needs your help now. He suffered a heart attack and stroke late last year, has been bedridden for months, and is now in hospice care in Costa Mesa. A group of Charles' CLCA friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles was told he would never work again.

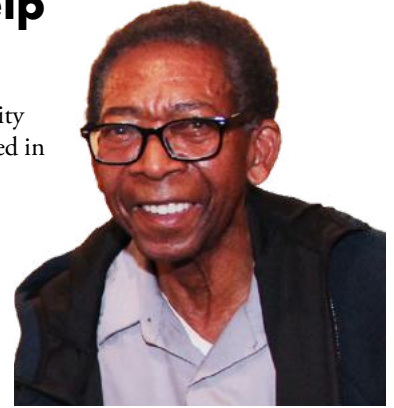
A GoFundMe page has been established in Charles' name to get him the care and support he needs and deserves. **You can reach Charles' GoFundMe page by visiting <https://bit.ly/SirCharlesFundraiser> or by clicking on the QR code here:**



Here are some of the highlights of the life of Sir Charles Nunley... Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 84 years old. He was raised in

the South-Central part of the city and until the heart attack resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a Knight of the Garter and an Allegiance Award winner.



There are few if any CLCA chapters Charles has not visited and helped, often volunteering for various local events and committees. Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless. Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.

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**MARK
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How to Read a Book (and Why?) *By Mark Matteson, Sparking Success*

“You know you have read a great book when you turn the last page and feel as though you have lost a good friend.” – *Mark Matteson*

I am a grandfather of four (soon to be five!) now. Whenever I see those precious little creatures, I ask them to choose a book for me to read to them. “Boppa wants to read you your favorite book. Can we do that?” They grab a book and curl up into my lap. It might be the most important thing I do. I am leav-

ing a legacy. The love of books. I used to read to my boys when they were growing up until they were teenagers. They took it from there and read on their own. They still do.

What qualifies me to offer advice on reading books? I have no degree in English, no advanced degrees, I’m not a college professor. So why?

I’m what is known as an autodidact. Self-taught, self-motivated, self-disciplined. Perhaps it’s a way to overcompensate for the vagaries of my misspent youth. However, since 1989, I have read and listened to over 2,000 books in every genre: Self-Help, Biographies, History, Business, Leadership, Sales, Customer Service, Wellness and Nutrition, Fiction, and the Classics. In my journey through some of the finest books ever written, I have come to some simple conclusions, and some sound strategies on how and why to read books. Submitted for your approval.

1. Ask Mentors, men and women who have done what you want to do and been where you want to go what books THEY would suggest. It saves so much time.

2. Read a book in alignment with your #1 Goal. If you are in Sales, read a sales book. If you are a CEO read books on Leadership. Let your objectives drive out the prioritized list of books you choose.
3. Read at the same time every day. Turn off the phone and computer. Go someplace quiet where you won’t be disturbed. Eliminate interruptions. Find a comfortable chair and good lighting.
4. Choose a number of pages to read each day or a time frame. 30 pages or 30 minutes. Stick to the plan. I read 50 pages or 60 minutes. As a writer, reading is part of my job. Choose what works for you.
5. Read primary text by the authors first, autobiographies.
6. Mark up and highlight key points, useful ideas, and sound processes. Make your reading interactive. Study.
7. Make the time to THINK about what you just read. Take notes. Reflect, ponder, ruminate, and consider. Share what you learn with someone you care about.
8. IF a book doesn’t grab you in 20-30 pages, toss it aside. Trust your instincts. Bad books are poison.
9. Good books should be read more than once. I have read some books six or seven times. I get something new from each reading.
10. When all else fails, read the Classics. Get a list of the “100 Greatest Books Ever Written” and start there. (I am half-way through that list!) They have stood the test of time.
11. If a book really means something to you and you desire to assimilate its principles into your life, listen to it as well on audible.com while you drive or work out.
12. Remember what J. Robert Oppenheimer once wrote: “One can never read too little of a bad book; or too much of a good book. Life is short.”

Oscar Wilde once said, “If one cannot enjoy reading a book over and over again, there is no use in reading it at all.”

Every mentor I have had, both living and dead was a voracious reader.

They said things like:

“The books you don’t read won’t help. People who don’t read are no better off than those people who cannot read. It’s a kind of chosen illiteracy! All Leaders are Readers; but not all Readers are Leaders. You will be the same person as you are today in five years but for two things: the BOOKS you read and PEOPLE with whom you associate. I can never find a cup of tea big enough or a great book long enough.”

There you have it. 12 ideas that might just make you a lifelong reader of great books. I hope so.

Perhaps most importantly, read to your children and grandchildren. It’s an investment into the future. A lasting legacy. Take it from Boppa...he knows.

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Over \$1,040 Raised at SFV Auxiliary Auction



PRESIDENTIAL BROTHERS

CI President Ivan Salazar with wife Jasmin and son Benjamin enjoy the Auxiliary Auction with SFV President Francisco Salazar, his wife Yuri and daughter Victoria.



PAST SFV PRESIDENTS Klaus Kumme and Rich Angelo with wife Charlene Angelo enjoy the October 19 fun-filled auction at Szechuan Garden restaurant in Tarzana. Rich is a former CLCA State President.



DO I HEAR \$60? – Evening's Auctioneer Rene Emeterio, also a Past SFV President, raises the excitement and the bidding wars, assisted by Auxiliary President Cindy Strauss. Great job, Rene and Cindy.



SFV EXECUTIVE SECRETARY Jan Veis handles registration while Regina Holt helps her keep track of the bidding paddles and amounts.



CLIC PRESIDENT Gary Peterson and wife Donna continue to attend SFV activities meeting old and new friends. Thanks for the support.



O'CONNOR REPRS Dan Southwick and Jim Bowers enjoy meeting with clients and fellow bidders at the annual unique scholarship fundraiser.



LONG TIME CLCA SUPPORTERS Wendy and Rene Emeterio enjoy the pre-auction activity just before Rene put on his auctioneer persona.



PRETTY PADDLER – Little Victoria Salazar was not shy about spending Papa Francisco's money on several mystery gifts. Auctions can be fun, and it was all for a good cause.



WORKER BEES – Successful events don't just happen. They take lots of work and planning. Part of the auction team, ever working behind the scenes, are Jan Veis and President Francisco Salazar.



WINNING BIDS by Wendy Emeterio included this Houdini Bar Set, even though Hubby Rene pretended to avoid her bids. Big laughs and fun. Wendy's Mom Charlene Angelo agrees.



PERFORMANCE NURSERY'S Tom Lucas has volunteered the Lucas residence in Somis for the joint SFV/CI two-chapter Holiday Party December 2. (See page 2 for flyer and details.)



SFV CLCA VIPS Leslie Colvin with Cindy and Mickey Strauss (past SFV and State President), helped tally up the evening's auction donations, netting...\$1,046.82. Thank you all for your generosity.



JOSÉ ROBLES

Owner

Landscape Warehouse

Thankfulness

The month of November and the Thanksgiving season bring up in many folks' minds things and people for which they are thankful. I am no exception. I am thankful for wise and caring parents, grandparents, tíos and tías from whom I learned the value of education, hard work, honesty, and the importance of family. And I am thankful for my sons from whom I am learning to be an understanding Dad, and not just a father figure. (I am still working on this one!)

I could go on and on about so many other things and people that deserve my thanks in my private life, but for now, because this is primarily a magazine dedicated to subjects of interest to members of the Green Industry, we'll try to focus on the people and activities for which I am thankful that are related to my business.

I am thankful for...

Our customers, some of whom have been buying from Landscape Warehouse for over 20 years. Their loyalty and friendship have been a key part of our continued growth even in tough economic times.

Our suppliers, whose products and services have remained of the highest quality in the industry, and who offer great value at affordable prices.

Our manufacturers reps, knowledgeable, friendly, dependable, and willing to participate in a variety of product showcase and educational events whenever we ask.

Our CLCA partners, who have attended our educational events, joined our family of customers, and have allowed us to promote our business by Sponsoring area chapter activities and programs.

Our employees, who are skilled professionals in their respective areas of our company. These hard-working men and women are trustworthy, knowledgeable, friendly, bilingual, and great to be around. As I have said before, they are family, as are so many of the people with whom we interact on a daily basis. They are the best.

I want to close by **thanking God** for giving me the health and the vision to run and grow a business in the greatest country in the world. Sure, it has its faults, but its faults are minuscule compared to the opportunities and freedoms America offers.

HAPPY HOLIDAYS from the staff at Landscape Warehouse. — José

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Insights from Jonathan: Listening *Presented by Jonathan Goldhill, The Goldhill Group*

“The space you create in your mind from just 15 seconds of silence will significantly improve your ability to listen and take in information.” – *Oscar Trimboli, Author, Deep Listening*

“A lack of trust is your biggest expense. Trust is not a soft skill. The single uniqueness of the greatest leaders and organizations of all time is trust.”
– *David Horsager, Author, The Trust Edge*

“Embrace the uncertainty of silence. When we are uncertain, we are confronted with silence. This silence is where the great breakthroughs come from. Don't seek the safety of talk. Most people view silence as a weakness. But silence is a strength.” – *Ryan Holiday, Author, Ego Is the Enemy*

So, what do listening and the ego and trust have to do with leadership? Everything! If you think you must be involved in every decision, ask yourself, “Do I trust my people?” If you don't trust your people, is this because your ego is in your way? If you are not actively listening, then how can you build followership?

Did you know that leaders spend 55% of their day listening, according to deep listening researcher Oscar Trimboli, yet only 2% of them have ever had listening training whatsoever. So, what does this mean for you? According to Trimboli, “Frustration, misunderstandings, wasted time and opportunity are just some of the costs of not listening.”

I've long been aware of Five Levels of Listening. They are: Ignoring, Pretending, Selective, Attentive, and Empathic/Active.

While traditional/non-empathic listening usually looks like this:

- Listening – with the intent to reply
- Filtering – through your own agenda
- Evaluating – do you agree or disagree?
- Probing – asking from your frame of reference
- Advising – counseling on the basis of your experience
- Interpreting – trying to figure it out

In their book *Crucial Conversations*, Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler point out that every conversation takes place on two levels. The official conversation is represented by the words we are saying on whatever topic we are talking about. The actual conversations occur amid the ebb and flow of emotions that get transmitted as we talk. With every comment I am showing you respect or disrespect, making you feel a little safer or a little more threatened.

Oscar Trimboli, a recent guest on my podcast, takes listening to a whole new dimension with the goal to move from being an unconscious listener to a deep productive listener. **Trimboli offers five (conscious) levels of listening.** They are Listening to Yourself, Listening to the Content, Listening to the Context, Listening to the Unsaid, and Listening for Meaning.

When leaders of important teams like legal, risk, human resources, finance, technology, and operations don't listen to the needs of the business, they run the risk of declining relevance and becoming can-

didates for replacement, outsourcing and more. Impactful communication isn't just about how eloquently and persuasively you speak, it's how

consciously, deliberately and skillfully you listen to your employees, customers, and markets.

“Why do you think that great leaders and thinkers throughout history have ‘gone out into the wilderness’ and come back with inspiration, with a plan, with

an experience that puts them on a course that changes the world? It's because in doing so, they found perspective, they understood the larger picture in a way that wasn't possible in the bustle of everyday life. Silencing the noise around them, they could finally hear the quiet voice they needed to listen to.” – *Ryan Holiday, Author, Ego Is the Enemy*

Check out Oscar Trimboli's book, *How to Listen: Discover the Hidden Key to Better Communication*, and his podcast, “Deep Listening – Impact Beyond Words.”

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



JONATHAN GOLDHILL
The Goldhill Group



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The Drought Emergency: Confronting the Challenge Together

By Gloria D. Gray, Chairwoman, Metropolitan Water District

Recently the Metropolitan Water District Board declared a drought emergency. The action reflects the seriousness of the state's water situation and Metropolitan's commitment to navigate this challenge hand in hand with our 26 Member Agencies and our state and federal partners.

Declaring the emergency is Metropolitan's way to signal that we all need to prepare for the worst as we hope that a bountiful rain season replenishes our statewide water system. A wet October has been followed so far by a relatively dry November. The right and prudent thing to do is to assume that the drought is not over.

What does that mean for Southern California? There is no single answer. A community that relies on ample local groundwater may not experience the same impacts as one that relies on the State Water Project (SWP), which has very low storage. We are trying to maximize local control while sending the right regional signals. And we are pledging to look for ways to improve water supply reliability for communities that face



the most acute potential of shortage so that we emerge from this experience with an even better water system.

Metropolitan imports two supplies, one from the Colorado River, via our own Colorado River Aqueduct, and the other from Northern California, via the SWP. Not all of our communities have equal access to both of these supplies, based on our distribution system.

Some in the northern portion of our service area are much more dependent on the Northern California supply. This region is where the drought emergency declaration is designed to translate into greater conservation. The more we can lower demand, the longer we can stretch our available water supplies into the coming winter as the weather season unfolds.

Times like this can test a region. But we have been fortunate to have nearly a century-long tradition of tackling our

water challenges as One. That regional fabric, through consensus-based water management actions by Metropolitan, is holding strong.

The operations staff at Metropolitan continues to work tirelessly to find ways to manage our available supplies in a way to maximize reliability for the entire region. Los Angeles, for example, has been using more water from the Colorado River and less from the SWP, despite some operational challenges, as a way to maximize the SWP reserves that we still have. This truly has been a team effort. From San Diego to Ventura, you are seeing stepped-up calls by local water agencies to take this drought seriously and conserve.

We fully expect that our initial allocation of SWP supplies for the coming year will be zero. That will be adjusted depending on what Nature has in store for us. A dry 2024 undoubtedly would mean more restrictions in at least some communities, particularly on outdoor water use. The drought emergency sets the stage for how we all move forward into the new year. Together we can make it through this challenge. There is no better time to minimize your water use than right now.

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The New Rules for Writing Attention-Grabbing Press Releases

From an article by Rieva Lesonsky in *allBusiness*

With so much attention paid to social media marketing, some of the more traditional marketing tactics are overlooked – like press releases. Are press releases still an effective marketing tool for a small business? Yes, if you know how to follow today’s rules for getting attention.

Press releases are mostly distributed online through news services or press release services today. This means in addition to being seen by journalists, writers, podcasters, and bloggers, they might also turn up in search results when your potential customers are online.

Here are the key elements every press release should have:

Headline – Make your headline attention-grabbing, immediately conveying what the release is about. Using keywords in your headline can help it show up in search results. Your headline should be 100 characters or less so that more of it will show up in search results. Shorter headlines are also easier to share on social media and still have the whole headline show up.

Subhead – This is a short sub-headline that provides additional information expanding on the headline.

Dateline – The city and state where your business is located and the date of the release (“San Francisco, CA, July 15, 2020”). Journalists seeking local news benefit from knowing where your business is located, and the date ensures they don’t use outdated releases.

First Paragraph – In a few sentences, this paragraph should briefly explain the most important information in your release, including the five Ws (Who, What, When, Where, Why, *and How*). Include your company name as well. Most people won’t read beyond the first paragraph, so don’t leave out any crucial information.

Body Copy – Explain the information you’re sharing in more detail. Break it into short paragraphs. Your body copy should sound natural (not full of industry jargon) and include relevant keywords, without being “stuffed” with too many keywords.

Quotes – Near the end of your body copy, include a quote or two from your company president or CEO (in other words, you) that journalists can use to liven up their articles. Include your full name and title (“Samantha Smith, CEO of XYZ Corp., says...”). You can also include a quote from a satisfied customer or client reinforcing what you’re pitching. But remember, keep it short.

Extras – Offering journalists photos, infographics, videos, and other visual elements they can use can help differentiate your release from the rest. If you’re sharing news about a product, person, or event, you can include photos in your release. However, you should also make high-resolution photos available for those that request them.

To avoid problems that can arise by sending photos, graphics, or videos as attachments, it’s best to put these elements on the version of the release that you post on your website. Create a News Room or Press Room section for your press releases and

announcements. Then include links to the release on your website in the press release that you send to journalists. (Make the links trackable and you’ll even be able to see how much traffic your press releases drive to your site.)

Call-to-Action – At the end of your release, include a call-to-action (CTA) – something you want the reader to do. This could be as simple as “For more information about XYZ Co.’s upcoming Summer Fundraiser, visit XYZwebsite.com or call (xxx) xxx-xxxx.” Again, make it as easy as possible for the reader to know what you want them to do.

Media Contact – List a spokesperson for your business who will be available to quickly respond to inquiries. Provide multiple ways to contact them (phone, email, social handles, etc.) since journalists may want to get in touch different ways.

Press releases should be one to two pages in length. Include links when necessary (such as to find out more information) but don’t go overboard; too many links can get your release marked as spam by press release distribution sites and search engines.



Press releases are mostly distributed online through news services or press release services today. This means in addition to being seen by journalists, writers, podcasters, and bloggers, they might also turn up in search results when your potential customers are online.

CNGA Announces Student Scholarship Program

The California Native Grassland Association (CNGA) is now accepting applications – **Nov. 1 to Jan. 31** – for the California Grassland Research Awards for Student Scholarship (GRASS). CNGA offers 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.

NEW! John Anderson Memorial Scholarship: This year, there is a new opportunity for a one-time bonus award of \$500 in honor of CNGA Founding Member John Anderson. If the review committee feels there is an applicant who is doing work on a topic that was close to John's heart, we will award an additional one-time scholarship at the committee's discretion. Topics John was passionate about include, but are not limited to, seed-based restoration, native seed production, tarweeds, and weed control.

To apply, send an application that includes:

- Title of the project
- Your name, contact information, and mailing address

- Project supervisor/ major professor and institution
- Project summary, including the location, objectives and significance (1 page or less, 12 pt. font)
- 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 by January 31. For more information about the California Native Grassland Association, please visit our website at cnga.org. Notification of the award recipient will occur via email by March 15.

Grant funds must be utilized within 12 months of the award.

Recipients are asked to submit at least one journal article to the CNGA publication *Grasslands* and/or present their work at the CNGA GRASS Award Speaker Series.

The CNGA GRASS Grant Program should be acknowledged in theses, publications, or other products resulting from your research.

10 Client Appreciation Tips from page 4

accomplishments.

6. Offer discounts and freebies. For recurring customers, consider offering periodic discounts and freebies. Customers love to see surprise discounts applied to their orders, and they love getting free extras in the mail even more.

7. Make time for face-to-face communications. Even in this predominantly digital age, face-to-face communication remains one of the best ways to bond with other people. Instead of just sending a card or an email, try to have a meal together or a chat over coffee. Periodic in-person visits can make your client relationships much stronger.

8. Bend the rules (when appropriate). Your company likely has some firm rules in place about client interactions, procedures, and other business interactions. Be willing to bend, or even break those rules for your best clients. For example, if you typically offer one round of client edits, consider offering two or three – show your appreciation by going out of your way to make them satisfied.

9. Include small surprises. Surprise can make any positive gesture

seem even better—and your clients will be more likely to share surprises with other people they know. Go out of your way to plan and execute small, positive surprises for your customers, like delivering projects earlier than anticipated or sending a surprise gift.

10. Learn from your past efforts. Pay attention to how your clients respond to different gestures. They may be relatively indifferent to one mode of appreciation, but particularly receptive to another. Learn from the past and update your customer appreciation approach for the future.

Consistency vs. Novelty. Showing customer appreciation is a strategy you should employ consistently; only if you’re persistent with your customer appreciation will you begin to reap the results. However, repeating exact processes can also get stale. If you always send the same greeting card after completing a project, it’s going to mean less and less. Accordingly, you should find a balance between consistency and novelty. Always show your customers appreciation but try to show it to them in new and different ways whenever possible.

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On Joy and Being Thankful

Maria and I are so “thankful,” honored, and blessed to have joined Past Chapter President Ken Bragar (Bragar Landscaping) and his wife Iris for a very special vacation on the Viking Cruise Line – after an 11 ½ hour air flight to Europe – ugh! They are great friends to be with... and fun.

Friendships made are mostly substantive, warm, caring, concerned, friendly, and most importantly loving. Maria and I are greatly honored and blessed enjoying your friendship as well. OK...and Love. I am truly celebrating the “Joy of Living.”

I am also enjoying how our Creator individualizes each life of abundant thinkers and fills it with possibilities and opportunities. These lives are all recipients of His wonderful gifts that are manifest in all areas of our being as we work, sing, play, and create in our landscaping, design, and maintenance professions. Along with these gifts comes the freedom to learn to use them.

In celebrating our individual and very special lives, we each can feel and know the hand of God is with us. I have come to know it as a warm feeling emanating from within, one that is not based on outward circumstances or conditions.

You may ask, “How can my life be better?” Note: It is already made better just by asking! Creativity flows through you effortlessly. The

Spirit within sees not the smoke screens, smokey mirrors, hurdles or pitfalls. They are of no consequence to God, as they are dispelled by His creative substance. Remarkable, I have found.

As Thanksgiving approaches, let us make sure that we include the wonderful, sometimes life-long friends we have met through CLCA in our growing list of people whose lives have blessed ours. Prayers and good thoughts also for our friends that are struggling with health issues.

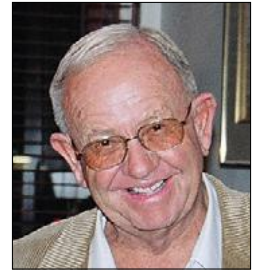
As I like to say, Love Does, Always and All Ways. Namaste. – *Dave*

“Be the change you want to see in the world.” – *Mohandas Gandhi*

“The finite alone has wrought and suffered. The infinite lies stretched in smiling repose.” – *Emerson*

“We must find time to stop and thank the people who make a difference in our lives.” – *John F. Kennedy*

“Learn to be thankful for what you already have, while you pursue all that you want.” – *Jim Rohn*



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