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POLICE ACADEMY



POLICE ACADEMY PROJECT VIPS

George Pondella (left) of Rossmoyne, Inc. and Stamina Wellness coordinated SFV's involvement in the recent LAPD Police Academy landscape project. Pondella is shown giving a big Covid-19 fist bump to SFV President Luis Casas for his part in assembling the team of professionals and volunteers who Sponsored or did the actual work on the project. (See pages 6 & 7 for project story and photos.)

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CLCA
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and State Elections
Nov. 12, 10 a.m. online
To register and for details visit
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Questions? Call CLCA Events Manager
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STATE AND LOCAL EVENTS

- Oct. 22 Deadline for Election Ballots to be submitted for 2021 SFV Officers
- Nov. 5 Board Meeting, 10 a.m. Zoom
- 12 State CLCA General Membership Meeting and State Elections, 10 a.m. online.
- Nov. CLCA Convention in Hawaii postponed to 2021

No October Chapter Meeting

**• Chapter Election Results to Appear
in November Valleyscape**

NOTICE:

Due to Covid-19 regulations, there will not be a General Membership Meeting in October. This means that:

**ELECTION RESULTS FOR 2021 CHAPTER OFFICERS
WILL BE ANNOUNCED IN THE NOVEMBER
VALLEYSCAPE AND POSTED ON THE CHAPTER
WEBSITE.**

If you have not yet sent in your ballot, you must do so by the October 22 deadline for your vote to count. If you did not receive a ballot, please contact Jan Veis at (818) 772-7233.

~KURAPIA~

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LUIS CASAS
SFV President
Legacy Tree Care

Key to Accomplishing...*Start with an Action*

If you find yourself saying, "I want to do something to better my community," but you do not know where to start, we all know that feeling. My advice to you is just start with an action. Do not wait for the right moment because it will

never come. Finding an activity that is meaningful or helpful...and one that you enjoy... will give you all the

more reason to participate. Starting should be your first focus.

Once you participate in an activity you will begin the process to become inspired. Inspired to reach out to more people, to not make the same mistakes, and perhaps to do a bigger, better project. No reward ever comes without a good deal of perspiration. You will have to get out of your comfort zone and make it happen.

Motivation to keep going is the final hurdle. You will need to be comfortable with adversity. Set up realistic goals that are easy to achieve. Break up difficult tasks – or very time-consuming tasks –

among a large group of people. This is an excellent way to lighten the load but still complete the task. No one likes to hammer on a project by themselves, so make a commitment to help others with their big projects, with an understanding that you can count on their participation with your difficult projects, when feasible.

Police Academy Project a Big Success

The vision of CLCA is to support its members as they create beautiful, enduring landscapes that improve the quality of life. Every time you go out and put a good effort into completing a project you feel great and want to do it again. Our LAPD Police Academy Beautification was such a project. It was a great success and we look forward to doing more projects with them in the future, as well as with other agencies and groups. What will make these projects even more worthwhile, *is getting more people involved.*

We are now looking for another project to help our communities. If you know of a potential Chapter project, or would like to participate in the next project, please reach out to me or any SFV board member. We are open to your ideas, your expertise, your helpful contacts, and a little of your time. – *Luis*

Finding an activity that is meaningful or helpful...and one that you enjoy...will give you all the more reason to participate.

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The Power of Customer Testimonials From an article by Rieva Lesonsky GrowBiz Media

In times as challenging as the ones we face today small business owners need to up their marketing game. There are many ways to do this, ranging from automated digital strategies to the tried-but-true, old-fashioned tactics like customer testimonials. Here's how you can put your customers to work for you and generate customer testimonials for maximum marketing impact.

Crafting a customer testimonial strategy

The goal of customer testimonials is to help convince prospective customers to take a leap of faith, if you will, and decide to do business with you, even though they might not be familiar with you or your business. Start planning your testimonial strategy by identifying the most common stumbling blocks that prevent prospective customers from doing business with you.

Let's say you're a personal trainer. Obstacles that can keep people from hiring a personal trainer include beliefs like, "Personal training is too expensive;" "I don't have time to work out every day;" etc. Once you have a list of common objections, your goal is to identify your customers who had those same concerns and ask them to give you a testimonial. This not only helps you get testimonials from a wide range of customers, but those endorsements are from people your prospects can more easily relate to.

What to include in customer testimonials

Good testimonials should be authentic and relatable and should also explain who the people giving your testimonials are. If you sell B2B, that could include the person's name, company, and title; if you sell to consumers, it could include demographic factors such as the customer's age, city, job, marital status, whether they own their own home, and if they have children – whatever is relevant to your business. When prospects see people like themselves in your testimonials, it puts them one step closer to doing business with you.

Good testimonials should also be specific about how your business, product, or service helped the customer. Vague generalizations like "This is an amazing product!" won't convince anyone to buy from you. Instead, you want to show the need or problem that the customer had, and how your business solved it.

Soliciting good customer testimonials

How can you get those great testimonials? Start by asking your most loyal customers if they're willing to provide a testimonial. Then reach out to customers who say nice things about your business on social media or give you positive reviews online. Sometimes those comments may be testimonial-ready; other times you may need to flesh them out a little bit.

Very few people think they are good writers, and most get nervous when asked to write something for the public. That's why asking customers to write their own testimonials actually creates an obstacle. Your customers will stress out, and you'll end up with bland, generic testimonials.

Instead, offer some guidance to get the kind of testimonial you want. Initiate your testimonial request via email or on your social media platforms, and then ask if the customer is willing to get on a quick phone call (5-10 minutes) to chat. Make it clear you're not going to be calling to sell them something. Once you have them on the phone, the following questions will help elicit good customer testimonials:

Start planning your testimonial strategy by identifying the most common stumbling blocks that prevent prospective customers from doing business with you.

- What problem or need did you have that made you consider our business?
- Why did you decide to choose our business instead of the competition?
- What has our product or service helped you accomplish?
- What do you like the most about our product/service/working with our business?

Once you're done, write the testimonial and show it to your customer. Be sure to get their approval in writing before you use it.

These days, if you have customers who are willing to share their testimonials on video – that's even better. Videos are powerful marketing tools and you can put them on your website, your social channels, and in ads.

Pull out a few quotes from the video to use as text testimonials.

Depending on the type of business you have, you can tape a Zoom or Microsoft Teams conversation and use that as a testimonial.

What to do with customer testimonials

Your options for customer testimonials are really limited only by your own imagination. Of course, you can post them on your website, use them in marketing materials such as brochures or flyers, or include them in advertisements. However, I've also seen customer testimonials printed on employee T-shirts, or framed and displayed in a business's lobby. Social media is the perfect place to share customer testimonials in a natural way.

Finally, get in the habit of asking satisfied customers for new testimonials regularly. Once you've discovered the power of customer testimonials, you'll want to make it a permanent part of your overall marketing strategy.



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San Fernando Valley Chapter CLCA Joins LAPRAC and William H. Parker Los Angeles Police Foundation to Provide Landscape Improvements for LAPD Police Academy

The San Fernando Valley Chapter of CLCA was joined by the William H. Parker Los Angeles Police Foundation, and Los Angeles Police Revolver & Athletic Club (LAPRAC), to undertake landscape improvements to the LAPD Police Academy on September 12-13.

These landscape improvements were part of an effort to beautify and revitalize the LAPD Police Academy landmark in Elysian Park, which is one of three training facilities in Los Angeles. The project covered several thousand square feet of the LAPD Police Academy's grounds and parkways, including areas along Academy Drive leading to the grounds. Improvements included grading, trimming the towering California palm trees and coral trees, installing an automated irrigation system, and planting native drought-tolerant plant species to the area.

Thank you to the generous Sponsors and volunteers of the project. Making financial contributions included Birch Financial (\$250), Husqvarna (Dennis Huggins \$200), Landscape Contractors Insurance Services (\$250), and Vitoli Landscape Design (\$500).

Companies donating materials, equipment and/or labor included American Heritage and Imperial Irrigation Supply (David Price), Charles Nunley, Christopher Weathers (Cal Poly Pomona grad student), Dig Corp, Green Thumb Nursery (Nancy Bergquist), Hunter and SiteOne (Evan Moffitt), Legacy Tree Care (Luis Casas), Rossmoyne, Inc. and Stamina Wellness (George Pondella), Saticoy Nursery, Specialized Landscape Management Services (Joshua Emeterio), Stay Green Inc. (Steven Seely), and Wallace Horticultural (Ed Wallace).

Project Committee members included Bronwyn Miller, Eyescapes; Francisco Salazar, Groundscare Landscape; George Pondella, Rossmoyne, Inc. and Stamina Wellness; Jan Veis, SFV CLCA; Jane Adrian, Urban Landscape Architect; John Hernandez, El Dorado Communications; Joshua Emeterio, Specialized Landscape Management Services; Luis Casas, Legacy Tree Care; and Mickey Strauss, MSM Landscape Services. (See Police Academy project photos on page 7.)

The project covered several thousand square feet of the LAPD Police Academy's grounds and parkways, including areas along Academy Drive leading to the grounds.

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SFV Makes Landscape Improvements to Police Academy



STARTING with the trimming of California palms and coral trees on both sides of the street leading up to the Police Academy entrance, the project then moved into installing the irrigation system and the planting.



LEGACY TREE CARE professional gets it “just right” a gazillion feet above the Police Academy grounds, as part of the SFV Chapter’s successful landscape improvement project September 12-13.



WATER CONSERVATION was evident by the drought-tolerant and native plants installed by crews from several SFV member companies. A big thank you to crew members and their companies.



CLCA AMBASSADOR and Past State President Charles Nunley, volunteered his time and expertise to install the project’s irrigation system.



WORLD FAMOUS LAPD Police Academy has a large campus featuring training facilities and other buildings, but its unique entrance gate is what often appears in films and TV episodes.



VIEW FROM HIGH GROUND shows the enormity of the project as it begins to take shape. This was the first Chapter activity since the Covid-19 shutdown, and it proved to be a real winner.



THANKFUL PEACE OFFICERS deliver a delicious pizza lunch to hungry participants of the Police Academy landscape project.



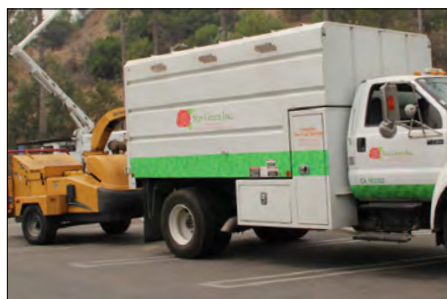
ORANGE COUNTY CHAPTER PRESIDENT Ed Wallace takes a break from tracking down project supplies, irrigation parts and equipment, to enjoy a well-deserved lunch.



CORAL TREES (right) were given the Legacy Tree Care first class treatment, as were all the California palms in the project.



SPECIALIZED LANDSCAPE MANAGEMENT had crewmembers working on the project, thanks to SFV Treasurer Josh Emeterio and Past Chapter President Rene Emeterio.



STAY GREEN INC workers and equipment were also on hand assisting the Police Academy project. Many thanks to Steven Seely and Rich Angelo for their support.



FINISHED PROJECT sports a fresh, clean look for the street and adjacent areas leading up to the Police Academy entrance. Many thanks to all those companies and individuals who made it possible.

Industry Report: Why We're Essential During Covid

• *This almost didn't happen!*

By Bruce Dennis, President, Lightcraft Outdoor Environments

The COVID-19 pandemic presented profound challenges to the building trade industry in relation to shelter in place orders. This had a tremendous impact on the landscape and other trade service sectors, effectively grounding the industry for landscape contractors and other trades where they could not work or could work only under emergency circumstances. This article is to acknowledge the "herculean" effort put forth by the California Landscape Contractors Association.

In early March 2020, the CLCA worked with Governor Newsom and his team to demonstrate the necessity of designating the landscape and related building trades "essential" to our economy.

As a member of the CLCA, Los Angeles/San Gabriel chapter, I was especially thankful that I was part of a group that supported my industry. In early March 2020, the CLCA worked with Governor Newsom and his team to demonstrate the necessity of designating the landscape and related building trades "essential" to our economy. The impact was not only felt in the landscape industry, but also throughout the general building and construction services. Due to the CLCA, many trades people in our industry were deemed "essential workers" and because of

this, our teams have benefited in ways we could not imagine. The "round the clock" effort to mobilize lobbying efforts led the way for other states and countries (i.e. Canada) to also benefit from the many changes coming out of California.

Overview: How this Happened

The CLCA's advocacy team featuring their legal counsel, legislative advocate and executive director argued that the landscape industry is critical to our infrastructure. Putting the industry together with Agriculture, Vegetation, Water and Waste Water Management, Crops, Fruit Trees, Edible Gardens, Service and Maintenance, as well as the housing crisis and food chain supply issues; were persuasive enough to convince the Governor to allow this mandate to come to fruition so quickly.

Going Forward: How to Manage the New Normal

As we continue to move forward, COVID appears to be staying around for a while. We are continuing to learn how to manage the new normal. More than ever, communication will be extremely critical in managing changes to our businesses, health, and customer and vendor relationships. All these things will determine our future success. We will need access to legal assistance, HR help, insurance specialties, as well as networking with our peers. I urge you to join and participate in trade organizations such as the CLCA. For my company, the cost benefit analysis of membership was obvious.

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6th Annual CI & Friends Fishing Trip 'Best One Yet'

The September 18 Channel Islands and Friends Fishing Trip had the most anglers (29) and the most Sponsors (9) in the history of the event. It may have also had the most fish caught. Big smiles abounded on the deck of the twin-hulled Speed Twin, where an attentive crew helped unhook and sack dozens of fish of all sorts, including rock cod, white fish, calico bass, a sheepshead, a small shark, a halibut, a couple of big ling cod, and more. It was one of those days of fishing where your arms were tired from bringing in the fish, but you just did not want to rest.

The ride to and from the fishing waters provided ample time for renewing old friendships, making new ones...and even doing a little business on the high seas. Special thanks to the generous Sponsors for their support: Landscape Contractors Insurance Services, SPJ Lighting, Cadre Landscape, El Dorado Communications, SiteOne Landscape Supply, Southland Sod, Husqvarna, RainBird, and O'Connor Sales. Sign up early next time. This year's fishing trip sold out in three days!



29 HAPPY ANGLERS enjoyed the CI Chapter Fishing Trip Sept. 18 out of Channel Islands Sportfishing in Oxnard. The weather was great, the boat was spacious, and the fishing was fantastic.



JACKPOT WINNER for the biggest fish of the day is Vince Sandoval, Claudio Sandoval Sr.'s son. Vince bagged this big ling cod. Despite its ugliness, this fish makes great eating.



FATHER AND SON fishing duos abounded on the trip. Here, San Fernando Valley Chapter Past President Steven Kinzler and son Lucas are ready to haul in the big ones.



HUSQVARNA REP Dennis Huggins and fishing buddy Leo Pasillas take a break as the Speed Twin moves to new fishing grounds. Husqvarna was a much-appreciated Fishing Sponsor.



CI PRESIDENT-ELECT Kyle Hillendahl of SPJ Lighting (center), another Sponsor of the fishing trip, is shown with Claudio Sandoval Jr. (right) and Alan Garcia, on their way to a big day of fishing.



LANDSCAPE WAREHOUSE reps – Joe Robles, Juan Gutierrez and Marcelino Limos – are major supporters of the CI Fishing Trip. Juan won biggest fish on last year's fishing trip.



CI SECRETARY Ivan Salazar and brother Omar, who is Kern County Chapter President, really enjoyed the fishing event and earned bragging rights in their family because of all the fish they caught.



OLD FRIENDS, NEW FRIENDS – Meeting fishing buddies old and new, are Bishop and John Michael Hernandez (Editor's grandson and son), Steven Kinzler and Sponsor Southland Sod rep Norm Lopez.



LOS PESCADORES SANDOVAL – The Sandoval family – Claudio Jr., Claudio Sandoval, Sr., Claude (Claudio Jr.'s son), and Vince (Claudio Jr.'s brother), who won the jackpot. A true fishing family.

Green Industry Hall of Fame Announces 2020 Inductees

• CLCA Life Member Lebo Newman Among Those Being Inducted

The Green Industry Hall of Fame (GIHOF) is proud to announce their 2020 inductees to be honored at the first-ever televised ceremony from the Sherman Library & Gardens in Corona del Mar. Since 2003 industry professionals have been honored for their lifetime commitment to the green industry. This year the following inductees are acknowledged:

Chris Davey, The Toro Company

John Greenlee, Greenlee & Associates

Walt Hagen*, Hagen Enterprises

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

**John Hourian,
Hourian Associates**

**Kathy Kellogg Johnson,
Kellogg Garden Products**

**Lebo Newman, Signature Coast
Holdings**

*posthumous induction

“There are so many people in the green industry who have contributed amazing things that get nominated that it takes us a whole year to select the inductees,” says GIHOF co-founder, Charles Nunley. “By far this was the toughest year selecting inductees,” exclaims co-founder, Richard Daigle.

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

The pandemic has forced venues to close for an uncertain amount of time. However, in the spirit of healthy living, the Sherman Library & Gardens in Corona del Mar has been open for visitors and welcomes this event with open arms. The inductions will be filmed for television to air 9 a.m. Saturday, November 7, 2020 on the award-winning program Things Green via PBS/KLCS TV. In all other areas, the simulcast can be watched via any device by clicking through to <http://klcs.org/klcs-at-home-learning-live/>.



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

The Green Industry Hall of Fame is a non-profit organization with the mission to honor and preserve the contributions of those exceptional individuals who have served the green industry. Since 2005 the GIHOF has been acknowledging worthy people who have spent

their lifetime in service and giving back to our industry. Learn more at <http://greenindustryhalloffame.org>.

For more information contact Pam Samarin, Things Green, Email: info@thingsgreen.com (562)945-6469; Marcie Daigle, GIHOF, Email: info@irrigatortech.com, Tel. 909-983-7000, or; Bronwyn Miller, GIHOF, Email: eyescape@yahoo.com, Tel. (949) 466-1222.

Driving Safety Tips *Provided by CLCA Insurance Solutions License 0I72721*

Did You Know? A recent study from the University of Minnesota found that talking on a cellphone while driving impairs one’s ability even more than driving while intoxicated. Talking on a cellphone and other driving distractions pose a major hazard to everyone on the road.

Preventing Distracted Driving

To minimize risks while driving:

- Do not talk on your cellphone or send text messages.
- If you absolutely must conduct a conversation, use a hands-free device.
- Never touch up your makeup or hair in the rearview mirror.
- Limit your conversations with passengers and ask them to keep their voices down so you can concentrate.
- Only adjust the radio when you are completely stopped.
- Do not eat or drink while driving.

- Do not smoke while you are driving, as you will probably pay more attention to not burning yourself or putting out the cigarette than driving safely.
- Never allow animals to sit on your lap while driving.
- Avoid reading maps or directions. Instead, pull into a parking lot to get your bearings and determine where you need to go next to reach your final destination.
- Do not take notes or search for phone numbers.
- Never use a cellphone (even a handsfree device) in bad weather, work zones or heavy traffic.

Safety First

Allowing yourself to become distracted while driving can lead to dangerous, and even fatal, consequences. Be a responsible motorist and make paying attention to the road your number one priority when you’re behind the wheel.

Public Harassment On The Job? Employer Responsibilities & Liabilities

From an article by Christine Menapace in *Turf Online*, Submitted by Mickey Strauss

A crew member of Mariposa Landscapes, Inc. (a CLCA member) working in Rancho Mirage, CA made international news last month simply trying to do his job. Why? Because he captured on video an unidentified woman approaching him and repeatedly asking to see his “papers.” Newsweek, NBC Palm Springs, TMZ, the Daily Mail in the UK, and many more have all posted the video and chronicled the incident due to its inflammatory nature.

According to NBC Palm Springs, Juan Andrade has worked for the landscaping company for 10 years. The woman who questioned him at the Parkview Villas had reportedly approached him three months prior when she told him to “go back to his country.” This time, she was unmasked and the video records Andrade asking her to step back for social distancing and the contentious discussion continues as she eventually walks away. “When she was harassing me, I started to feel mad because I was just doing my work,” Andrade told NBC.

While the City Attorney deemed it an “isolated incident,” an investigation by Parkview Villas, an affordable housing complex for those 55+ owned by the city, could lead to the woman’s eviction under the Housing Authority’s zero tolerance policy for harassment, reported NBC. Andrade told NBC he hopes his story can be a catalyst for change.

Slightly less well known, but still news-making was another incident in July when a former New Hampshire conservative talk radio host at WSMN, Dianna Ploss, filmed herself yelling at a landscape crew in Nashua because she heard the foreman speaking Spanish to employees. After repeatedly telling them to speak English, she asked “Is anybody here legal?” The radio station has since released a statement that Ploss is no longer affiliated with them and that WSMN “will not tolerate discrimination, racism, or hatred.”

While these incidents may be old news by next week, they’re indicative of an increasing divide in the U.S. over race and immigration issues. And with more than 500,000 Hispanic-Americans working in landscaping across the U.S., it’s one that some in the industry may find themselves confronting in a very public way.

What is an employer’s responsibility in ensuring a harassment-free work environment from third parties? If a situation escalates, do employers face liability? Regardless of the issue, are employees equipped to handle angry clients, neighbors, or members of the public who approach them?

Prevention

Jennifer Shaw, founder of Shaw Law Group and an employment law expert in anti-discrimination and harassment policies and procedures in Sacramento, CA, spoke to *Turf* about the legal implications of third party harassment. She says most employers, the public, and education efforts understandably focus on workplace harassment within the company, but an employer can still be liable for harassment from an outsider. “In many states, like California, there is a separate cause of action against employers that fail to prevent harassment by third parties, such as clients, customers, and vendors,” she comments.

While the law recognizes that employers cannot prevent all acts of harassment by a third party, a negligence standard applies to an employer’s potential liability. In other words, an employer may be held liable to the extent it knew – or should have known – of the third party’s conduct and then failed to take immediate and appropriate action to stop it.

As a result, an employer’s first focus should be on prevention of harassment. This means having written policies, as well as training, that anticipates and addresses potential third party harassment risks.

4 Ways to Inspire Innovation and Transformation in Your Business

From an article by Connie Certusi

Innovation is often associated with changing technology or the implementation of a new solution. In reality, innovation is merely doing things differently and more effectively than you have in the past. Innovation isn’t as complex as it may seem – you just have to be open to change. You and your organization need to believe change is necessary in order to thrive.

Follow these four tips to inspire transformation within your organization:

1. Continue learning. Take every chance to learn and grow by visiting your customers, attending workshops and conferences, and participating in online communities related to your industry. Attending events and spending time with your peers (who share similar interests, goals, and struggles) will give you the motivation and courage to try new things.

2. Stay current. Read relevant business books and publications to keep up with industry trends, and quickly adapt to changing business landscapes.

3. Open the doors to collaboration. Create a culture that empowers employees to share their ideas. By encouraging everyone to participate in innovating, you’ll inspire creativity and possibly tap into potential you didn’t know was there.

4. Communicate and brainstorm. Break down barriers to innovation by communicating with each area of your business. Hold a monthly brainstorm session focused on innovation. Make sure your team knows their feedback and ideas matter, and that they can freely share ideas and challenge processes and procedures.

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PETE DUFAU
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It's Time to Vote by *Pete Dufau*

• Dangers of Proposition 15

You may be dismayed by the first presidential debate, but as a California voter, the chances your ballot decision on the executive branch of the federal government making a difference are slim to none. You will however have the opportunity to make a difference in many other races and especially propositions.

The biggest monster in the proposition tally is Prop. 15. This is the one that tears apart the historically famous Prop. 13, which limits increases at 2% annually on your property tax. That's just a limit, not an exemption. It is a powerful protection for those who are older on fixed income.

So how are the More Tax advocates spinning this money grab? For the Schools of course! Don't you find it odd that every time Sacramento tries to take even more of your hard-earned money, it's always for the schools. It is also, just this one more tax and the kids will be alright! Well, they've been singing that song for 30 years now. California is already one of the highest taxed states, we don't have a revenue problem in Sacramento...we have a spending problem. The leaders are like spoiled kids who spend all their parent's money, then put on their sad faces as they take even more of our money.

The reality of trying to tax the rich, corporations, landowners or whoever greedy government labels as someone they can segregate as privileged, is that everyone PAYS in the end. The cost will just be passed on to the consumer in EVERYTHING that ever passes through a commercial building, mall, gas station, Amazon, just about everywhere you spend money and everywhere there is a commercial enterprise. Then they will pass these costs from increased taxes on to YOU.

How about your landscape clients? How many of them own commercial property investments, or is your jobsite going to be taxed? Do you think that's going to help you get a raise in your monthly service fee or improvement project? Do you think landowners are going to improve their holdings with landscaping, if they will be reassessed more tax money on your work, forever?

I encourage you to send a strong message to Sacramento, NO MORE TAXES, stop overspending money, and **NO on 15!**

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

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NEW BOOK BY JONATHAN GOLDHILL

Disruptive Successor: A Guide to Driving Growth in Your Family Business – Available on Amazon October 27, 2020

Business coach and frequent contributor to these newsletters, Jonathan Goldhill, has announced the publishing of his latest book, *Disruptive Successor: A Guide to Driving Growth in Your Family Business* from Houndstooth Press. Written for next-generation leaders of family businesses who want to 2-10x their family business. Jonathan has been guiding leaders to scale up their landscape industry businesses since 2007. His latest book features the same strategies and tools he used to coach a successful landscape entrepreneur whose family business has experienced a 46% compound annual growth rate.

Jonathan explains, “The statistics on intergenerational transfer are staggering. With so many family business owners expecting to retire and many in the next 5-10 years, having a coach and a playbook to guide you through the transition is vital. *Disruptive Successor* gives you a scaling up playbook and the coach together.”

According to Deloitte, the next generation of family business leaders intend to make changes when they take over:

- 80% say their leadership style will be different compared to the previous generation
- 76% say innovation will be one of their top priorities
- 56% will change the family company’s strategy and corporate governance
- 51% intend to take more risks than their predecessors, but in a more controlled way

Yet, despite the fact that 70% of family business owners want to pass their business on to the next generation, very few will make a successful transition. The research suggests only 30% last through second generation, 12% remain viable through the third generation, and 3% operate through the fourth generation and beyond.

The dwindling chances of success are due in large part to the issues unique to family businesses that are often wrapped up in a tightly woven knot of unspoken plans.

In *Disruptive Successor*, business coach Jonathan Goldhill offers a proven framework and playbook for unwinding this knot, scaling up your business, or planning your exit.

Jonathan explains, “In a family business, if you are going to be a disruptive successor and build a company 10x the current revenues, profits and enterprise value of the business that the founder built, you need to follow 7 P’s in my playbook below:”

- Redefine Your Purpose
- Plan for your 10x
- Redefine Your Products
- Develop Your People into an A Team
- Set Your Priorities
- Build out Your Processes
- Measure Your Performance

Disruptive Successor will be available starting Oct. 27, 2020.

For more information and a free chapter download, visit www.DisruptiveSuccessor.com.

About the Author: JONATHAN GOLDHILL is a scaling up business coach and strategist with 30 years’ experience guiding family businesses owners and disruptive entrepreneurs in creating more value in their businesses.



JONATHAN GOLDHILL
CEO
The Goldhill Group



JIM PALUCH
JP Horizons

With the year winding down, Jim Paluch offers this advice on finishing **STRONG**

1. FINISH STRONG WITH THE MISSION STATEMENT...Keep it in front of your team at every opportunity possible. It is your compelling vision that will not only make this year work but also set the foundation for years to come.

2. FINISH STRONG WITH YOUR SALES TEAM...Are they aware of their

sales goals? Is there an intensity to stay creative and focused on developing client relationships for this year and beyond? Sit down and plan how you can still blow past those sales goals.

3. FINISH STRONG WITH BUILDING THE PRODUCTION TEAM...Who are the future leaders in production who need to be awarded more responsibility and need to be prepared to make an impact next year for the company? Is your team aware of how efficiency in planning can make a possible slow start turn into a successful year?

4. FINISH STRONG IN YOUR TRAINING...This may be the single most important thing that will retain or bring your best employees back for next year. Continue to train on issues that are important to building the careers of your team members. Take advantage of seminars and educational opportunities that are available and make an impact on your team’s future!

5. FINISH STRONG UNDERSTANDING YOUR FINANCIALS...Review them, understand them, and teach them. Begin to build the budget for next year and establish a strong plan for the future.

6. FINISH STRONG IN YOUR PERSONAL GROWTH...Take time off and enjoy the family. Review your personal goals and rejuvenate your excitement for them. Pick up a book and read! The most important thing you can do for your company, your team, or your family is to build a stronger you.

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What You Think, You Become

It's just like the thread of life that weaves all life together whether you know it or not. It's the embodiment that has made up the tapestry of our great nation. In all this mosaic of people's lives, it's the conscious thinking that chooses, and the subconscious that executes. What you think, you become.

You are a creative thinker who gives definite direction to your creativity. We all think good thoughts or...not so good thoughts. We do reap what we think as it objectifies in our lives. This is like the soil in one yard has the same creative potential as the soil a block over. We all are creative beings...we are made that way. Within the seed is its own germination. Success is not a chance experience, as we focus on knowledge and skill in our endeavors.

While on my journey in life, I have found that "thinking" is inexhaustible and we all choose how to use it. Life proceeds from the inner to the outer. I have also found that I had to be specific in what I do "think" about with a new vision, not last year's or last month's vision. A success consciousness attracts success.

I like what Emerson said, that if he took unto himself all the beauty which surrounded him, he would surely give it out again. You are all surrounded by great good, prosperity, love...and health. Think on this. In all our experiences we are what we are

conscious of being. Our potentials are inexhaustible. We all can be whatever we want to be by means of our thinking. There is no power outside of our selves and no limitation in our conscious

thinking. Each of us is self-contained, as each of us knows what brings us self-gratification and satisfaction.

You – we are the only ones who can live our lives. What comes to you and what goes from you is a good model. We all

claim our privilege of individual freedom and give the same to others.

Just as a circle allows the last to be first and first to be last, I am without questions. – *Dave*

"Spirit has set the stamp of individuality upon itself and called it you." – *Ernest Holms*

"When you talk, you are only repeating what you already know. But, if you listen, you may learn something new." – *Dalai Lama*



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