



Valleyscape

Valleyscape is now available online! www.eldoradocommunications.net

THE NEXT EVENT

Auxiliary Scholarship Auction LEAF Scholarships Fundraiser

- Thursday, October 28, 6:30 p.m.
- Silver Panda Restaurant,
10116 Mason Ave., Chatsworth
- See page 4 for details



TIERRA REJADA Golf Club in Moorpark was the site of the SFV Regional Golf Tournament on September 24. The event was quite successful, especially considering it was the San Fernando Valley Chapter's first golf tournament after a several year hiatus.



GOLF TOURNAMENT WINNERS
The Stay Green Inc. team of Grant Clack, Nick Clack, and Ross Poland took top honors in the SFV Regional Golf Tournament with a low score of 58. (See pages 6 and 7 for more golf photos.)

California Landscape Contractors Association
San Fernando Valley Chapter
c/o El Dorado Communications
18466 Dragoneira Drive
Rowland Heights, CA 91748

PRSR1 STD
U.S. POSTAGE
PAID
Permit No. 574

LandscapeProPac is a
National Green Industry
Specialty Program designed
exclusively for the
Green Industry by
Landscape Contractors
Insurance Services.

Coverages Included in Package

- General Liability • Business Auto
- Inland Marine-Contractors Equipment • Property • Crime

Residential and Commercial Coverages

- Landscape Maintenance
- Landscape Construction
- Synthetic Turf Installers
- Irrigation System Installation & Repair
- Arborists/Tree Trimming
- Hydro Seeding
- Nurseries and Nursery product sales
- Greenhouses
- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

Program Highlights

- Tract home or multi-unit developments - Not Excluded
- Cranes, boom trucks and bucket trucks eligible
- New ventures OK with 3 years experience in the industry
- Multiple premium finance plans
- Flexible deposits and installment plans

Services Included

- Dedicated Certificate Unit - 24 hour turnaround
- Customized claims oversight
- Claims handled by a leading National Claims Administrator
- Loss Control
- MVRs run for new hires
- LCIS Business Services (legal, HR, safety and more)

Brought to You by



Landscape Contractors Insurance Services, Inc.
1835 N. Fine Ave, Fresno CA 93727
Tel (800) 628-8735 Fax (800) 440-2378
www.lcisinc.com CA LIC # 0755906





**San Fernando Valley Chapter
2021 Board of Directors**

PRESIDENT

Francisco Salazar
Groundcare Landscape Company
888-255-5755
818-970-7592 cell
francisco@groundcarelc.com

CHAIRMAN OF THE BOARD

Luis Casas
Legacy Tree Care
818-618-7703
luiscasas@legacytrecare.net

VICE PRESIDENT MEMBERSHIP

Steven Kinzler
S K Landscape Design, Inc.
818-345-0492 office
818-345-0494 fax
818-266-3828 cell
skinzler@sklandscape.com

VICE PRESIDENT PROGRAMS

Josh Emeterio
Specialized Landscape
Management Services Inc.
805-520-7590
661-212-0595
joshuae@slmlandscape.com

SECRETARY

Natalie Balyasny
Landscape Contractors
Insurance Services, Inc.
(818) 426-0521
nbalyasny@lcisinc.com

TREASURER

Mickey Strauss
MSM Landscape Services, Inc.
818-402-4500
818-361-1788 fax
mickey@msmlandscape.net

www.clcasfv.org

VALLEYSCAPE PUBLISHER

John Hernandez
626-715-1757
18466 Dragonera Drive
Rowland Heights, CA 91748
eldoradowriters@gmail.com
FAX 866-591-5093

**ASSOCIATE EDITOR/
ART DIRECTOR**

Jerry Robin
J. Robin & Associates
Graphic Design
626-644-4239
jrobinps2@gmail.com

WEBSITE AND SOCIAL MEDIA

Bronwyn Miller
Eyescapes
949-466-1222
eyescapes@yahoo.com

BOARD OF DIRECTORS

Nelson Colvin
Life Member
818-400-9674
nellie830@aol.com

Rene Emeterio
Specialized Landscape
Management Services Inc.
805-520-7590
805-823-5603 cell
remeterio@slmlandscape.com

AMO REP

Tom Lucas
Performance Nursery – Somis
(310) 925-8075
tom@performancenursery.com

CHAPTER EXECUTIVE SECRETARY

Jan Veis
818-772-7233
sfvclca@gmail.com

AUXILIARY PRESIDENT

Cindy Strauss
818-341-2239 Home
818-620-3540 Cell
cindystrauss@hotmail.com

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

- Oct. 28 Auxiliary Scholarship Auction LEAF Scholarships Fundraiser, 6:30 p.m., Silver Panda Restaurant, 10116 Mason Ave., Chatsworth.
- Nov. 3-6 CLCA Convention, Lahaina, Hawaii Westin Maui Resort & Spa.
 - 11 Board Meeting via Zoom, Noon.
- Dec. 4 SFV Holiday Party Details TBD
 - 10 Channel Islands Christmas Party, White Elephant Gift Exchange and Canned Food Donation Details TBD

**Santa Cruz Undercover
Construction Sting Catches
Unlicensed Contractors**

Unlicensed contractors are out in full force as consumers begin fall projects. A recent Contractors State License Board (CSLB) sting in Santa Cruz County found unlicensed activity that included a contractor who demanded \$15,000 more than the \$1,000 allowed for a down payment, and whose bid of \$32,000 for deck work was double the amount of other bids.

“Unlicensed contractors often take advantage of consumers by requesting tens of thousands of dollars as a down payment for a project,” says CSLB Registrar David Fogt. “Once the money is handed over, the unlicensed contractor may leave the consumer financially harmed, by leaving the work unfinished or poorly done.”

“We are experiencing an increase in fraud from fake contractors taking excessive down payments and embezzling consumers’ money,” said Santa Cruz District Attorney Jeffrey Rosell. “We vigorously prosecute these felony theft cases.”

The September 21 and 22 enforcement operation was conducted with representatives from the California Department of Insurance and the Santa Cruz District Attorney’s Office. The operation focused on the Santa Cruz area south of Capitola Road. CSLB’s Statewide Investigative Fraud Team (SWIFT) members posed as residential homeowners and contacted suspected unlicensed contractors through their advertisements to perform concrete, decking, landscaping, and tree service work.

Twelve people were issued Notice to Appear in criminal court citations for unlicensed contracting violations. Four of the unlicensed persons were also cited for requiring excessive down payments.

A CSLB-issued license is required for any construction job totaling \$500 or more in labor and materials. Licensed contractors have met experience and testing requirements, carry a license bond, passed a criminal background check and carry workers’ compensation insurance for employees.





FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Success on the Green

Hi, San Fernando Valley people and those of you from surrounding cities. I would like to take this opportunity and thank the chapter's Golf Committee for the amazing job they did this past month before and during our September 24 SFV Regional Golf Tournament. Thanks for all your hard work. The event was a great success and everything went

on without a hitch. Special thanks to all our Sponsors and to those who were able to attend.

It had been a few years since the San Fernando Valley chapter had hosted a golf tournament. With the success of this one, you can be sure we will work hard to organize another for next year. So, practice your swing and see you again on the green next year.

We are still looking for any interested people to join our Board to help organize the events we have planned for the remainder of this year, and to help develop the events calendar for next year. Your ideas count!

We are still looking for any interested people to join our Board to help organize the events we have planned for the remainder of this year, and to help develop the events calendar for next year. Your ideas count!

To all members, plan to attend our Auxiliary Scholarship Auction set for the 28th of this month. This is our opportunity to raise scholarship funds for future landscape professionals. It is always a lot of fun and features plenty of tasty Chinese food. See the flyer below for more information or to register.

Once more, thank you to all our Sponsors and the awesome Golf Committee for all their great work. We'll see you at our next event...or sooner if you would like to join the chapter's leadership team. – *Francisco*



San Fernando Valley Chapter of CLCA Invites You to:

SFV AUXILIARY AUCTION

LEAF scholarship fundraiser benefitting students in horticulture and related fields.

When: Thursday, October 28, at 6:30 p.m.

**Where: Silver Panda Restaurant
10116 Mason Ave., Chatsworth, CA 91311**

**Cost: \$25 per person with reservation
\$30 at the door (payable to CLCA SFV)**

**Bring a wrapped gift - gag or serious!
(minimum value \$10+)**

2022 SFV Board election results will be announced at this event!

SFV Auxiliary's Auction Scholarship Fundraiser generates laughs for those participating, and money for CLCA's Landscape Educational Advancement Foundation (LEAF) scholarships that benefit students in horticulture and related fields. Plan to have a fabulous feast and a lot of fun as you bid on wrapped "mystery" gifts, all while supporting a great cause!

RSVP to Jan Veis at (818) 772-7233 or sfvdclca@gmail.com

Finding Employees in Today's Pandemic Times

From an article by Jonathan Goldhill, the Goldhill Group

The hot topic in our economy is hiring. Where are we going to find workers to fill our open positions is a common refrain today for small and large businesses alike. You would think that with the economy roaring back why are jobs that were previously filled not being filled up fast?

Many people blame leaders in government for their policies that are paying out unemployment benefits under the Pandemic Unemployment Assistance (PUA) for up to 46 weeks in states like California, New York, Connecticut, Massachusetts, Nevada.

But, in fact, many people have left the workforce, not for supplemental benefits but for a variety of other reasons. The pandemic caused a shift in some of the attitudes and behaviors people have toward work. WFH (working from home) caused some to move out of the urban centers. Some people want to enjoy their summer and have readjusted their lives to live on less during these past many months.

Some do not have childcare set up making working more difficult. Some seem to have dropped out of the workforce perhaps to raise families, some have moved to a new location with a lower cost-of-living, while still others took early retirement, while others might be experiencing PTSD-like fear of returning to work due to Covid still present in our communities.

Business leaders took notice of the incredible increases in entry-level wages paid by Amazon when they announced they would hire 75,000 more workers, offer \$1,000 signing bonuses in some locations and offer average pay of \$17/hour as a typical starting wage. These bold, necessary moves to stay competitive, seem to be challenging to smaller businesses with fewer dollars to throw around.

But, as larger businesses lead, so will small businesses likely follow. With \$15/hour minimum wage initiatives sweeping the nation, even companies already paying above average wages have to raise their wages as well, which in turn will cause price increases. While it's always been difficult to find people in some industries, it's now more challenging than ever.

So, how do you hire more entry-level or field service workers in the construction, restaurant, and business service industries?

Here is a **three-step foundational approach** to hiring workers in today's times:

1. Ready: Research the position you are hiring for well. Examine the supply of talent available by perusing similar job ads. Are they a glut of similar advertisements? If so, you're going to have to be more aggressive in your marketing. That means more creativity in your messaging, more omnipresence in your marketing, and more competition in your compensation. Some of my clients have turned their marketing departments into a hiring-focused

marketing department.

Justin Bergener runs a non-emergency medical transportation business in the state of Washington and has been so successful landing contracts to provide transportation services that he's focused 100% of his efforts on hiring drivers. His company has leveraged the tools available in BambooHR to streamline the hiring process, measure and manage the attrition process. Because of competition, his team has resorted to Facebook Ads, beefing up Google Reviews to rank higher in job searches and going beyond the usual Indeed, ZipRecruiter, and job boards.

2. Aim: K&D Landscaping has been running press releases that they are hiring using paid advertorials that promote their BHAG™ of 300 employees by 2030 goal. They have told

employee stories of people who have worked for K&D for several or more years. These employee success stories spotlight people who came to work for K&D and have advanced into more management level positions.

K&D Landscaping put together a one-pager of four of their top hires, sent it out to their local chamber of commerce shared it with employees, hung it up at all supply stores, and got some applications of that. They also pay out a referral bonus of \$500-1000 at the 90-day mark to any individual who recommends a new hire which is an effective hiring and retention tactic.

3. Hire: You will need to consider signing bonuses and increased competition if you are going to be competitive. And, if you boost entry-level wages, say from \$15/hour to \$17/hour, then you will need to consider making a \$2 per hour increase up to the management level. I know this can be a daunting commitment, but you will need to do this to stay competitive and keep your hiring going.

Wage increases at pandemic-thriving companies, like Amazon, have driven price increases in other service businesses. People I consult in the restaurant, retail, construction, and manufacturing industries have all had to do the same if they want to retain and hire new employees.

These ideas are just a few of the many suggestions and solutions I offer clients who are having issues with hiring. If you are interested in learning more about how to build a phenomenal company culture that attracts more A player talent or want to learn about some of the hiring techniques we recommend based on the top hiring programs used at world-class companies or have questions about how hiring and retention strategies that will reduce your mis-hire rate and increase employee tenure, please schedule a complimentary consultation to learn more at (818) 716-8826.



JONATHAN GOLDHILL
CEO

The Goldhill Group

Wage increases at pandemic-thriving companies, like Amazon, have driven price increases in other service businesses.

So. Cal. Green Industry Golfers Enjoy SFV Regional Tourney



REGISTRATION TABLE is ably handled by SFV Executive Secretary Jan Veis and Treasurer—Past State President Mickey Strauss, who saw golfers from throughout the Southland attend the SFV Tournament.



LCIS FOURSOME with Golf Chair and SFV VP Programs Josh Emeterio, Janice Vasquez of LCIS, Green Industry consultant Judy Guido, and Chuck Nelson enjoy the day. Great job, Josh!



TIERRA REJADA Golf Course in friendly Moorpark welcomed participants to the SFV Regional Golf Tournament September 24. Its hilly terrain was not a factor in the fun day of golf had by all.



GROUND CARE LANDSCAPE group (and friends) includes Alex Salazar, Luis Casas, SFV President Francisco Salazar, Toro's Scott Donoho, Ivan Salazar, and Louie Ponce of American Heritage Landscape.



CI CHAPTER PRESIDENT Kyle Hillendahl (right) and fellow SPJ Lighting rep Tommy Endres get ready for a full day of doing business on the golf course.



SMITH PIPE AND SUPPLY group of Tyler and Jesse Slade of Slade Landscape, with David Hay and Tyler Smith (closest to the pin #2 winner) of Smith Pipe and Supply, wouldn't miss this for the world.



SITEONE GROUP of Mike Kneeskern, CPC Director North Evan Moffitt, Kevin Sandoval, Brandon Graber of Silver Fox Landscape, and Tom Lang enjoy the camaraderie.



CLCA SECRETARY/TREASURER Alex Salazar (right), and CI Chapter Treasurer Ivan Salazar, are part of a quartet of Salazar brothers that are chapter leaders in four different chapters — SFV, CI, Kern County, and LA/SGV.



QUINN COMPANY foursome included Channel Islands Chapter Associate Member Rep Jacob Bates, and coworkers Justin Carter, Jaime Llamas, and Barry Tovey. All having a great time.



HUB FOURSOME of Mark Shipp of HUB, Victor Valle Jr. of Oakridge Landscape, Andy Mandell of ASM Consulting, and Russell Watts of HUB. HUB also earned a low score award.



BELGARD GROUP with Max Nothingham, Mark Hernandez, Billy Momary, and David Puentes test their luck and skill.



FILLING NEEDS of participants, whether by bringing water to the golfers, or helping move displays and tee signs, are Mickey Strauss and SFV Associate Member Rep Tom Lucas of Performance Nursery.

Doing Business on the Green...And Having Fun!



SFV PRESIDENT Francisco Salazar, brother Ivan Salazar, and SFV Past President Luis Casas, take a break from golf to enjoy a tasty box lunch.



QUINN REP Nick Liebl managed the Hole-In-One competition while providing cold drinks to thirsty participants.



HOLE-IN-ONE PRIZE was this CAT 307.5 Excavator being examined by CI VP Membership and CPC Director North Evan Moffitt. (Unfortunately, no one won the great prize. There's always next year!)



SPJ LIGHTING GOLFING BUDDIES Tommy Endres, Marc Applehead, Mike Galloway, and Jeff Justin had a wonderful time working and playing...mostly playing.



WATER FEATURES at Tierra Rejada are nice looking and dress up the public golf course. They also catch a few wayward golf balls in the process.



PLANNING EVENTS – Scott Donoho of Toro Company, Green Industry Consultant Judy Guido, and SiteOne's Evan Moffitt discuss the day's events while planning new ones.



LOW SCORE WINNERS with symbolic trophies, are Nick and Grant Clack of the Stay Green team, with Ross Poland (not shown). Nick also took longest drive #2 honors.



BOUNTIFUL RAFFLE is conducted by Evan Moffitt of SiteOne, Golf Tournament Chair Josh Emeterio of Specialized Landscape Services, and SFV President Francisco Salazar of Groundcare Landscape.



AND THE WINNER IS – Raffle prizes abound. Here, Evan Moffitt displays two of them. Thank you to all the golf sponsors and raffle prize donors.



BACKPACK SPRAYER being held by Evan Moffitt, is being wished for by Tom Lucas, but it was not meant to be.



CAT ICE CHEST was won by lucky Luis Casas of Legacy Tree Service. Luis is an SFV Past President and this year serves as Board Chair.



SUPER DUO of Evan Moffitt (longest drive #1) and Josh Emeterio (closest to the pin #1) award each other. They and their committee deserve kudos for the fantastic job bringing the annual golf tourney back to life.

Legislation & the Drought From an article by Megan Rios, CLCA State President-Elect, Past State Director Legislation

California has a total of 50 counties out of 58 that are under emergency drought declaration by the Governor. This represents the majority of California’s nearly 40 million people. Consequently, we are starting to see both voluntary and mandatory water conservation measures put into place.

The Governor and Legislature agreed on billions in new spending on drought related initiatives in the 2021-22 budget. In July right before going on summer recess the Legislature sent the Governor a supplemental appropriations bill, SB 129 (budget bill junior), that included over \$3.2 billion in new General Fund spending on drought.

The most significant allocations in SB 129 for the “Water and Drought Resilience Package” include:

- \$1.3 billion one-time to the State Water Resources Control Board (SWRCB), \$650 million of which will be available for drinking water projects, \$650 million for wastewater projects, \$85 million for groundwater cleanup and water recycling projects.
- \$500 million to Department of Water Resources (DWR) for small community drought relief (\$200 million), urban community drought relief (\$100 million), multi benefit projects (\$200 million).

Other allocations include: \$100 million to DWR for water conveyance projects; \$85 million to SWRCB for groundwater cleanup/water recycling projects; \$65 million to the Wildlife Conservation Board for local assistance for drought-related purposes; and \$60 million to the Department of Water Resources (DWR) for the Sustainable Groundwater Management Act.

Additional allocations include: \$33 million to the Department of Fish and Wildlife for fisheries and wildlife support projects; \$33 million to SWRCB for water rights modernization; and \$10 million to DWR for salinity barrier projects.

SB 129 also sets aside over \$730 million that is still being negotiated between the Governor and Legislature for remaining proposals. We anticipate seeing more legislation before the end of session.



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**
Member owned. Service focused.

1835 N. Fine Ave.
Fresno, CA 93727

NATALIE BALYASNY
ACCOUNT EXECUTIVE,
SOUTHERN CALIFORNIA

nbalyasny@lclisinc.com
www.lclisinc.com

P (800) 628-8735 Ext. 516
C (818) 426-0521
F (800) 440-2378

CA LIC # 0755906

Specialized Insurance & Business Services for Members of the Green Industry

THE LANDSCAPE EXPO ACADEMY.COM

On-Demand Webinars



Earn CEUs* in the comfort of your home, at the hour of your choosing from industry leaders such as . . .

					
GREG ZOLL Landscape Architect	DOUGLAS KENT Author	JOHN GREENLEE Meadow Garden Designer	BOB PERRY Professor Emeritus	JANET HARTIN Horticulturalist	KATHY KELLOGG Chairman of the Board

***LA CES/HSW PDH, APLD, IA, ISA, NALP, PGMS, and QWEL CEU Credits**

Big Smiles on 7th Annual CI & Friends Fishing Trip



TWENTY-THREE of the happiest anglers in the Southland gathered after a fun day of fishing at CI's 7th Annual Fishing Bonanza Sept. 17. The event was dedicated to the memory of Past CI President Brandon Bogeaus and took place on the Speed Twin out of Channel Islands Sportfishing in Oxnard.



MAJOR SPONSOR Steven Kinzler (right) is shown with son Lucas (left) and Brandon Bogeaus' sons Taylor (second from left) and Kevin. Thank you, Steven for your generosity and caring spirit.



HUSQVARNA REP Dennis Huggins and his guest Hicham Elamil get ready for a full day of fishing in great weather. Husqvarna was a Fishing Mate Sponsor of the fishing trip.



SANTA BARBARA area member Daniel Wilson has a conversation with David Hernandez, the brother of Fishing Chairman and CI Treasurer John Hernandez. Networking is a major benefit of the fishing event.



SOUTHLAND SOD rep Norm Lopez shows how it's done, bringing in a rock cod that draws the attention of a nearby seagull. Southland Sod was a Fishing Mate Sponsor of the fishing trip.



PAST PRESIDENTS Dan Dvorak (Channel Islands Chapter) and Steven Kinzler (San Fernando Valley Chapter) renew old friendship on the calm seas around the Channel Islands.



CI PRESIDENT Kyle Hillendahl of Sponsor SPJ Lighting (right) greets Taylor and Kevin Bogeaus to the fishing trip that honors their father's memory.



OLD & NEW FRIENDS – Making fishing buddies are John Hernandez of Sponsor El Dorado Communications, Dennis Huggins, Hicham Elamil, Norm Lopez, and John Michael Hernandez, John's son.



PASS IT ON – David Hernandez, Sr. passed on the love of deep-sea fishing to his son David. Your Editor believes they originally got the fishing bug from big brother/uncle John, but who's bragging.



NICE SIZE bottom fish is proudly displayed by Steven Kinzler. The trip saw the catching of some types of fish reach their limit on the trip. Big smiles and full sacks were the order of the day.



WINNING FISH, WINNING GROUP The biggest fish was brought in by Joe Robles (third from left) from the Landscape Warehouse large group of lucky anglers. Shown displaying the winning lingcod are Martin Garcia, Marcelino Limos, Joe Robles, Juan Hernandez and Juan Gutierrez.

What Major League Baseball Can Teach Us About Building a Winning Sales Team *From an article by Gregg Schwartz in allBusiness*

Baseball is known as America's national pastime because there's something uniquely American about it – it's a game of teamwork, discipline, attention to detail, and perseverance in the face of failure. In the same way, baseball is a lot like sales. And if you're trying to build a winning sales team for your business, you can take some lessons from the way Major League Baseball teams assemble their rosters.

Just like every baseball team has a "manager" and every team has players who fill specific roles, your sales team needs to have a good mix of veterans, starters, and closers. Here are a few tips on how to build a better sales team, based on lessons from baseball.

Get your "reps" in

Baseball is a game of repetitive work: batting practice, pitching and catching, many hours spent at the batting cage taking swings, and in the field chasing grounders and shagging flies. In the same way, the best salespeople are disciplined at doing the steady, unglamorous work of preparing their sales. To be a successful salesperson means doing the small, repetitive tasks of prospecting, cold calling, setting appointments, and asking for the sale.

Hire a mix of veterans and young talent

The most successful baseball teams tend to have a blend of players of all levels of experience – from talented young prospects who are

just in from the minors, all the way to more experienced veterans. Ideally, everyone on your team should learn from each other. The best baseball teams often have "clubhouse guys," savvy older veterans who might not have the biggest stats, but who serve as mentors and the "glue" that holds the team together – keeping everyone focused and providing good energy.

Look for specialists and utility players

Baseball has become more specialized in recent years. Some teams have started devoting roster space to players who have skills that are useful in special situations in games, such as stealing bases, bunting, or situational hitting. Others pride themselves on knowing how to get good results from utility players who can cover multiple positions on the field.

When you're assembling and managing your sales team, pay attention to which people have unique situational skills and strengths. For example, some people might be excellent at cold calls, others might be highly effective at trade show booths, and others might be really good at delivering sales presentations to customers who have already agreed to meet for an ROI demo appointment.

Don't forget starters and closers

MLB pitching is one of the most complex and highly paid professions in sports. Every team tries to assemble a rotation of starting pitchers who are the workhorses of the team – good starting pitching can make a massive difference in whether a team wins or loses, and teams pay accordingly for the most reliable starting pitchers.

Your sales team needs a good mix of starters and closers – people who are great at prospecting and doing the legwork of cold calling and setting appointments, and also people who can come in and close the deal when it's needed most.

Even if you're not a baseball fan, there are things that your business can learn from MLB teams as you assemble your roster of sales talent. With a good blend of savvy veterans and promising young talent, a mix of utility players and specialists, and a good lineup of "starters" and "closers," all of whom are working together and putting in reps, you will develop a winning sales team and see sales success becoming a more common "pastime" for your company.

In our pursuit of
Quality
we never cut corners.

Genuine
MARATHON SOD

When you want the Best
1-800-532-3489
www.sod.com

CDI # 0B64616

Text for a Quote!
562.682.0606

**LANDSCAPERS
ADVANTAGE**
COMMERCIAL INSURANCE PROGRAM

Proud member of CLCA
and an
Endorsed broker
of the HAA

Thank You to the 2021 CI Fishing Trip Sponsors

Your participation made the event possible!



SK LANDSCAPE DESIGN, INC.



Sales • Rentals • Parts • Service

Your Southern California Compact Equipment Dealer



Call: Chris Chadwick at (805) 207-0632

www.coastlineequipment.com



COASTLINE
Equipment

OXNARD
1930 E. Lockwood St.
Oxnard, CA 93036
(805) 485-2106

SANTA MARIA
1950 Roemer Place
Santa Maria, CA 93454
(805) 922-8329

SYLMAR
12435 Foothill Blvd.
Sylmar, CA 91342
(818) 890-3353



NorCal Landscape & Nursery Show
Trade Show and Educational Seminars

FEBRUARY 3, 2022
San Mateo Event Center

GROWING FORWARD





Learn more! 530-458-3190
norcaltradeshow.org




Aloha!

Convention



MAUI
NOVEMBER 3-6
2021

The Westin Maui Resort & Spa • Lahaina, HI
See you in Hawaii! clca.org/hawaii

Growers of Quality Sod Since 1969



Ruben Aranibar
Sales Representative
raaranibar@agsod.com
Cell: (661) 965-2865
Se habla español

41120 40th St. East
Palmdale, CA 93552
Phone: (661) 274-9192
Toll-Free: (800) 669-4763
Fax: (661) 274-2168



Dan Dvorak
Account Executive, So Cal

11 West Court St., Suite D | Woodland, CA 95695
855.662.2522 (CLCA) Toll Free | 530.662.1710 Fax

Dan.dvorak@arm-i.com
Direct: 310.237.5474
www.arm-i.com
License CA# 0172721

Endorsed by: 



TYLER SMITH
Area / Marketing Manager

31011 AGOURA ROAD
WESTLAKE VILLAGE, CA 91361
(805) 498-6744 • (818) 889-2593
FAX: (818) 889-9332 • (805) 499-7948

WWW.SMITHPIPESUPPLY.COM
TYLERSMITH@SMITHPIPESUPPLY.COM

RICK SACKS
Territory Manager

CELL: 805-260-5794
FAX: 805-934-2223
VM: 800.417.0202
Ext. 5239

EMAIL:
ricksacks@kelloggsgarden.com

350 W. Sepulveda Blvd.
Carson, CA 90745
800-232-2322
www.KelloggGarden.com



Helping people create beautiful landscapes and gardens. Since 1925

Four-Star Navy Admiral James Stavridis to Present Keynote at GIE+EXPO 2021

• **Event Partners and sponsor John Deere to Co-Host Wednesday Keynote**

Retired U.S. Navy Four-Star Admiral James Stavridis will present the GIE+EXPO keynote - Leadership and a New World Order: The Need for Resilience – Wednesday, October 20, 2 - 3pm. The longest-serving global combatant commander in recent American military history, Admiral Stavridis will provide answers and strategies to address the most pressing global affairs challenges. GIE+EXPO 2021 is set for Oct. 20-22 in Louisville, Kentucky. For information: www.gie-expo.com.

Admission to the keynote, which is sponsored by John Deere and the Outdoor Power Equipment Institute (OPEI), is included with trade show registration. GIE+EXPO partners, OPEI, the National Association of Landscape Professionals (NALP), and Professional Grounds Management Society (PGMS), along with

the Interlocking Concrete Pavement Institute (Hardscape North America) have joined together to co-host the keynote.

“This past year and half has reminded us that people and connections are so vital to how we live, partner, and thrive. That’s why John Deere is especially proud to be sponsoring the 2021 GIE+EXPO keynote. We’re honored to help support the return of one of the most important events in our business,” said Stephanie Johnson, Manager, B2C Marketing for John Deere. “And what an amazing time for attendees to return! We’re excited that everyone can join John Deere as we kick off our 25th Anniversary of Zevolution – the evolution of the ZTrak™ 900 Series – as part of our long-standing commitment to the turf care industry. We’ll see you at the show.”



DEVIL MOUNTAIN WHOLESALE NURSERY

Devil Mountain Wholesale Nursery was established in 1995 to broaden the plant and tree palette available to landscape professionals. With over 1,100 acres of nursery stock, ten locations, and a robust plant brokerage service, Devil Mountain provides a single-source solution to landscape professionals. The acquisition of BrightView Tree Company in 2020 further increased plant availability, especially quality grown trees. Customers can expect to find a wide range of plants and trees in sizes ranging from 4" containers to 120" boxes. Orders can be placed online or you can shop the nursery in person, with will call pickup service or delivery available throughout Los Angeles and San Diego.

Redondo Beach
2501 Manhattan Beach Blvd.
Redondo Beach, CA 90278
310-909-7620

Rosemead
8625 Grand Ave
Rosemead, CA 91770
626-365-0339

Fillmore
3200 W Telegraph Rd
Fillmore, CA 93015
805-524-3939

10 NURSERY
LOCATIONS

1,100+ ACRES
OF NURSERY
STOCK

EDUCATED &
EXPERIENCED
SALES STAFF

EXPERT
DELIVERY
SERVICE

200+
NURSERY
BROKERAGE
PARTNERS

86+ YEARS
BUSINESS
EXPERIENCE

www.devilmountainnursery.com

Northern CA: San Ramon | Petaluma | Clements | Morgan Hill | Farmington | La Selva Beach **Southern CA:** Fillmore | Redondo Beach | Rosemead | Sunland

Call Our Advertisers First!

Birch Equipment Finance 14
CLCA Convention 12
CLCA Insurance Solutions 12, 15
CLCA Member Advantage 15
Coastline Equipment 11, Back Cover
Devil Mountain Wholesale Nursery 13
Gro-Power 15
Kellogg Garden Products 12
Landscape Contractors Insurance Services 2, 8
Landscapers Advantage 10
Long Beach Landscape Expo 8
NorCal Landscape & Nursery Show 12
Performance Nursery 3
Smith Pipe & Supply 12
Southland Sod 10
West Coast Turf 14

CLCA SAN FERNANDO VALLEY CHAPTER

**2021 VALLEYSCAPE
 ADVERTISING RATES**

**YEARLY COST FOR 12 ISSUES;
 MAY BE PRORATED MONTHLY***

- FULL PG-Back Cover (Add ¼” bleed all around) \$4,200
- FULL PG – Inside (8½” W x 11” H– add ¼” bleed) \$3,680
- 1/2 PAGE (Vert.–3 5/8” W x 9 5/8” H) \$2,100
- 1/2 PAGE (Horiz.–7½” W x 4 5/8” H) \$2,100
- 1/4 PAGE (3 5/8” W x 4 5/8” H) \$1,260
- 1/8 PAGE – Business Card (3 5/8” W x 2” H) \$ 440

*Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 12 and multiply by number of months left in year. Ad agencies: Rates are NET.

DEADLINE for ads and stories: 15th of the month prior to publication.

Contact John Hernandez, El Dorado Communications, Inc.

Call or email for technical information, questions or details
 (626) 715-1757 • eldoradowriters@gmail.com

EQUIPMENT & VEHICLE FINANCING

- 24 Hour Approval
- Competitive Rates
- 90% Approval Rate
- Up to 5 or 6 Year Loans
- No Pre-Payment Penalties
- Flexible Acceptance Policy
- Loan Refinancing Available
- New & Used Equipment

BIRCH FINANCIAL, INC

DISCOUNTED RATES!
 For Members of the Green Industry Co-Op

Contact us at (800) 959-3701
 visit greenindustryco-op.com/birch or
 email financing@greenindustryco-op.com

*Loans made or arranged pursuant to a California Finance Lenders Law license.

~KURAPIA~

NEW

DROUGHT TOLERANT GROUNDCOVER SOD

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1”
- Dark green year round, and if left un-mowed produces small white flowers May-November

WEST COAST TURF

westcoastturf.com
 888/893-8873

Ask us about other water saving turfgrasses, too!

Walk the Talk

Immutable laws always work. They never get out of order as the laws are exacting and they never go wrong. There is a definite way immutable laws work, but they must be understood in order to be available to us.

In our professions we learn the techniques involved. Our choice of thoughts is so very important in our creative endeavors. Sluggish thinking brings sluggish results and wandering thinking brings unproductive results. Think as you want your experience to appear. Keep out any doubt or uncertainty. Make plain what you desire and expect it so it will be unquestioned.

Creation is never delayed and is always on time to produce its perfect and complete fulfillment. And, yes, "by means of your thoughts."

Life is good and the universe is for each individual. Your worth – our worth – is never in question. This expansion of life itself shows us the way and provides us with all the resources for our next becoming, as there is only evolution on a daily basis. There is an omnipotent, omniscient, omnipresent Source behind everything seen and unseen. I call it the "Divine, Loving Presence" of our Creator – God that is all in all.

As I have noted before, we are all in an expanding profession and vocation in the landscape industry. When we "co-create" as designers, installers, maintenance folks, and allied trades we all can feel the intrinsic joy, happiness, and lightheartedness, as well as a

CLCA MEMBER ADVANTAGE

Be sure to get your fill of savings

Help manage your fleet and control costs with Flyers Energy Fuel Program.

FLYERS

California Landscape Contractors Association

clca.org/flyers

certain loving kindness as we all "walk the talk." This is our "heart song," I believe. We all, as human beings, can give thanks for all that is and all that is yet to come. All is well and life is good. And Love Does...always and all ways.

– Dave

"People exist for the sake of one another. Teach them or bear with them."

– Marcus Aurelius Antoninus

"We exist in limitless opportunities which are seeing expression through us." – Ernest Holmes

"To everything there is a season and a time for every purpose under heaven." – Ecclesiastes 3:1



DAVID JUNOD
Sheridan Landscaping, Inc.

Soil Analysis Service

- National Independent Certified Lab
- Analysis Recommendations with Graphics
Reports can be send via email or U.S. Mail
- Fast Turnaround • Consulting Services

GROPOWER™

www.gropower.com

909-393-3744 • Fax 909-393-2773 • 15065 Telephone Ave., Chino CA 91710

WHOLESALE NURSERY
GROWING GROUNDS

Phone (818) 348-9266
Fax (818) 348-7699

Green Thumb

NANCY BERGQUIST

plantorders@gtgrowinggrounds.com

twitter.com/GreenThumbGG

www.gtgrowinggrounds.com



7659 TOPANGA CYN. BLVD.
CANOGA PARK, CA 91303

CLCA Insurance Solutions
License 0172721

Bill Deeble
Sales Agent
bill.deeble@arm-i.com Toll Free # 1-855-662-2522 (CLCA)
Fax # 1-530-662-1710

11 West Court St., Suite D
Woodland, CA 95695

Endorsed by: **CLCA** License CA#0172721



JOHN DEERE

COASTLINE
Equipment

BIG PARTS PROMISE

The Parts You Need Will Be in Stock

BIG MACHINES REQUIRE BIG UPTIME



One of the ways Coastline Equipment & John Deere Does Big is by providing the parts you need when you need them to keep your heavy equipment producing day in and day out. To prove it, we've introduced the **BIG PARTS PROMISE**. Same Day or Next Day Delivery on key parts for your heavy equipment, a parts program, designed to keep you running.



Long Beach, CA (562) 272-7400

Bakersfield, CA (661) 399-3600 Oxnard, CA (805) 485-2106 Santa Ana, CA (714) 265-5500 Santa Maria, CA (805) 922-8329

Sylmar, CA (818) 890-3353 Jerome, ID (208) 324-2900 McCall, ID (208) 634-3903 Meridian, ID (208) 888-3337

Elko, NV (775) 777-7070 Las Vegas, NV (702) 399-2700

WWW.COASTLINEEQUIPMENT.COM/BIG-PARTS-PROMISE