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THE NEXT EVENT

SFV Auxiliary Education Scholarship Auction **Thursday, October 27, 6 p.m.**

- Mandarin King restaurant in Northridge
- RSVP to Cindy Strauss at (818) 620-3540 or sfvclca@gmail.com
- See Page 5 for details



AUCTIONEERING ONCE AGAIN at the Auxiliary Scholarship Auction – this year set for October 27 at Mandarin King in Northridge – is the multi-talented Steven Kinzler, Past SFV President. Bring a wrapped gift and your wallets, as this super fun event raises funds for LEAF scholarships. SFV Election results will be announced at the event.



COVER PHOTO:

SFV GOLF TOURNAMENT held September 19 took place once again at the beautiful links of Tierra Rejada Golf Club in Moorpark. Great fun, terrific weather, and fantastic camaraderie. What more can a golfer ask? Well, maybe a better swing. (See page 11 for more golf photos.)

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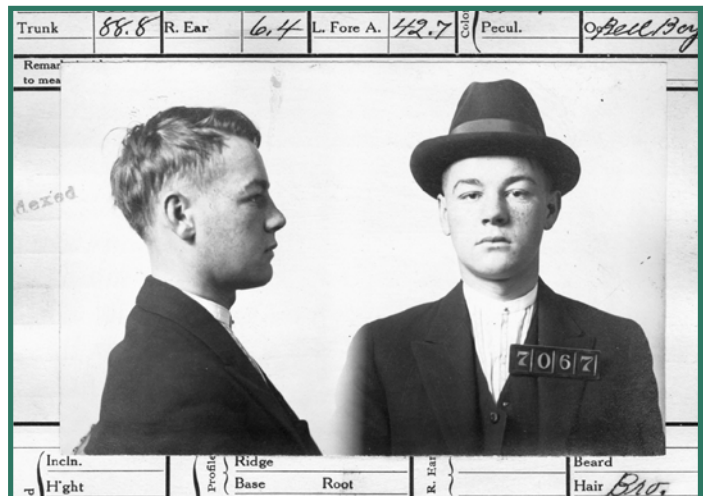
STATE AND LOCAL EVENTS

Don't miss any of these very important events!

Subject to Change – Check with Chapter Office First

WATCH FOR LAST-MINUTE CHANGES DUE TO COVID-19

- Oct. 27 SFV Auxiliary Education Scholarship Auction, 6:00 p.m. Mandarin King Restaurant, 17092 Devonshire St., Northridge; (818) 366-8999
- Nov. 2 Wednesday Board Meeting, 7:30 a.m. at Lulu's Restaurant, 16900 Roscoe Blvd., Van Nuys; (818) 988-0707
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. 3 Channel Islands Christmas Party and white elephant gift exchange, 12 Noon TBD, SFV members always invited to attend.
- 10 Holiday Party at the Mickey and Cindy Straus Chatsworth residence. Potluck, details TBD



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FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
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Ideas for 2023 Events? Join Our Board and Help Make Them Happen!

Hi San Fernando Valley members. The year is almost over, and we have lots to show for the year thus far. Thank you to all our Golf Tournament Sponsors and golfers. It was a great event made possible thanks to all of you and to our fabulous Golf Tournament Committee. All their hard work and their “never give up” attitude resulted in a successful event and a fun-filled day.

Our next event will be our Auxiliary Auction to benefit the LEAF scholarship program. This year it will be on October 27 at Mandarin King Restaurant in Northridge. So, if you have not registered, please do so and inquire for more information. Hope to see you all there for this laugh-filled fundraiser. Steven Kinzler will be this year’s auctioneer. Bring your appetite, your check book, and a WRAPPED gift (\$10 + value) to be auctioned off to the highest bidder. Dinner is \$30 per person with RSVP; \$35 at the door.

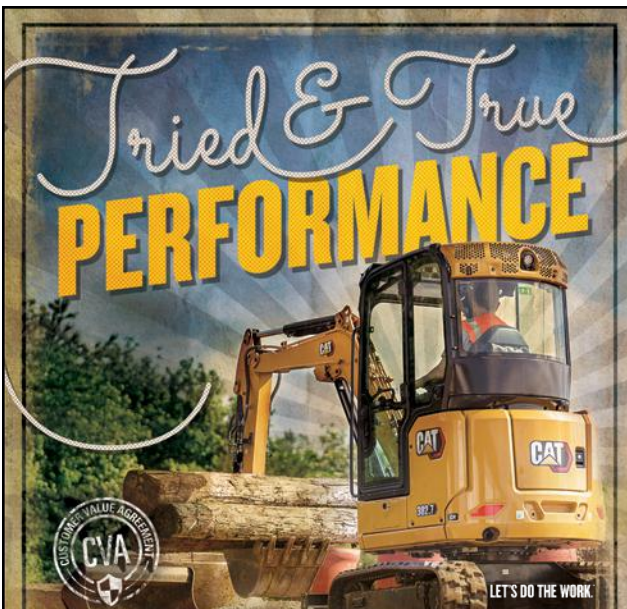
With the year nearing its end, it is now time to plan for next year’s programs and events. San Fernando Valley CLCA is asking for your help with suggestions as to what you would like to see as far

as events and programs in 2023. If you would like to participate in some way on our board or on one of our committees, we would be happy to have you. Please feel free to contact us with any suggestions or questions.

As a reminder State CLCA and most of its chapters are holding several educational events to discuss such subjects as water restrictions, the gas ban, electric tools, and more. Contact any board member or check the Calendar of Events column in this and future newsletters for more information about coming activities.

Finally, plan to get more involved in the chapter in 2023. With your ideas and a little bit of your time, we can all look forward to an even more successful San Fernando Valley Chapter in the year to come.

Thank you all! – *Francisco*



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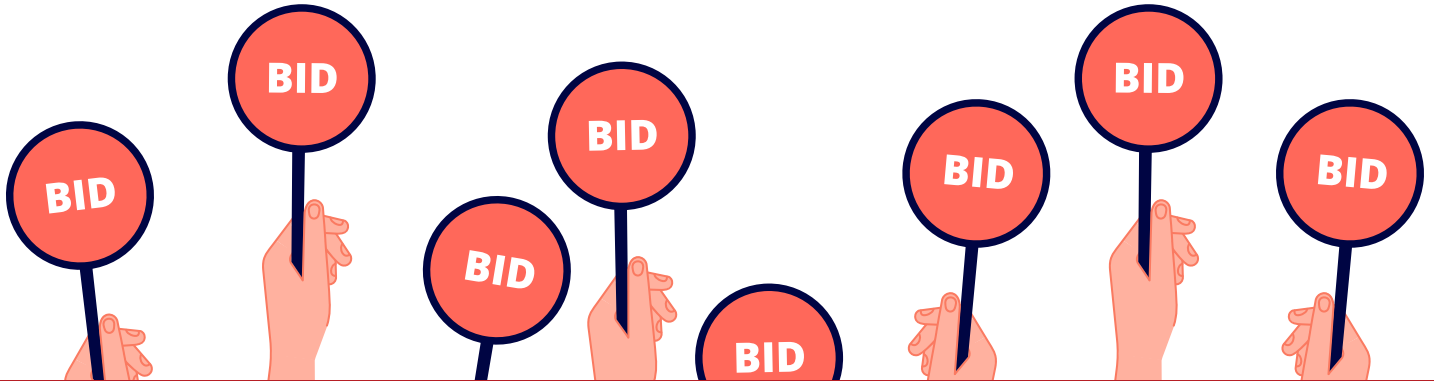
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San Fernando Valley Chapter of CLCA Invites You to:



SFV AUXILIARY AUCTION

LEAF scholarship fundraiser benefitting students in horticulture and related fields.



Thursday, October 27, at 6:00 p.m.

Mandarin King Restaurant

17092 Devonshire Street, Northridge, CA 91325

**Cost: \$30 per person with reservation
\$35 at the door (payable to SFV CLCA Auxiliary)**

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

RSVP to Cindy Strauss at (818) 620-3540 or sfvclca@gmail.com

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!

2023 SFV Board election results will be announced at this event!



JOSÉ ROBLES
Owner
Landscape Warehouse

Grass Keeps Growing, and So Do We

- Visit our new store in North Hollywood

Covid, inflation and the water crisis are affecting businesses in all sectors of the economy, and all households as well. But the landscape industry has seemed to dodge these bullets better than most.

Yes, Covid placed burdensome and expensive regulations and brought nightmare staffing problems to our businesses. But the landscape industry was deemed “necessary,” and our businesses were able to continue operating, while other industries tanked. Something else happened during the worst of the Covid scare...grass kept growing providing continued business for stores like ours, plenty of work for contractors and gardeners, and uninterrupted landscape maintenance for homeowners and businesses.

Then we had the overly restrictive water regulations mandated by the state. They are a big pain, but nothing that cannot be overcome by creative entrepreneurs. Many landscape contractors have used the restrictions as an opportunity to sell water conservation solutions to their customers – water-stingy sprinklers and timers, drip irrigation, California native or low water use plants, and more. Grass keeps growing through all this also...as does our customer base.

Now, with inflation and gas prices at all-time highs, this has affected everyone’s buying power. Landscape Warehouse has set certain policies and procedures in place, such as strategic purchasing and common-sense delivery practices, to help overcome this as well. Because we know grass keeps growing and doesn’t care about inflation.

All this to say, that the landscape business – and those that supply it – have proven that it can survive some of the worst of times because there will always be a need for it. Not only do the grass, trees, and everything else keep growing, but so does our need for cleaner air, beautiful outdoor living spaces, and award-winning landscapes.

Therefore, rather than retreating to a “safe” business position as some others have done, we are charging forward with another Landscape Warehouse location, conveniently located in North Hollywood. Come visit us at...

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Come in and say hello to Manager Bradley Alonso, a fully knowledgeable, experienced, and bilingual landscape professional who has been with our company for over ten years. Our store is fully stocked with all the name brand supplies and products, and “Everything you need for your next award-winning landscape.” See you soon. – José

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Doing Business on the Links at SFV Golf Tourney



SFV VP PROGRAMS Josh Emeterio, SFV President Francisco Salazar, and Past State and SFV President Mickey Straus all worked hard to make the SFV Sept. 19 Golf Tourney successful. It was.



LOW GROSS WINNERS are Brandon West (left) and Dennis Aguirre (right) of 805 West Landscapes, with SiteOne's golf pro and State President-Elect Evan Moffitt.



NET WINNERS are Tyson Gold, Past State President Pete Dufau, Tim Brennen and John Torosian. The second year at Tierra Rejada Golf Club in Moorpark proved to be lots of fun.



LONG TIME SFV and STATE BOARD member Gordon Larson (center) takes on the links with buddies Larry Cleveland of Cleveland Landscape (left) and Brad Fowles.



AMERICAN HERITAGE and TORO teamed up for a great threesome that included Toro's Scott Donoho (left) and American Heritage VIP's Louie Ponce and Jim Yarnell.



BELGARD GROUP with Aurelio Barreto, Matt Watters, David Puente and Mayra Torres enjoy the SFV September 19 Golf Tournament at Tierra Rejada Golf Club in Moorpark.



SITEONE rep and soon to be 2023 CLCA State President Evan Moffitt (center) with ringers...er... friends from 805 West Landscape Brandon West and Dennis Aguirre did quite well for themselves.



SFV PAST PRESIDENT Rene Emeterio (second from left), recaps the day's fun with Ewing's Jonie Lopez (left), and golf pals Ray Gonzalez and Barry Elder of Weathermatic.



CLCA VIPS Tom Lucas SFV AM rep, and Past State Secretary-Treasurer Gordon Larson network at the golf awards luncheon.

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Workers' Comp Insurance Required for Some Contractors by 2026

• **Whether they have employees or not**

The Contractors State License Board (CSLB) wants the public to know that starting January 1, 2023, concrete (C-8), HVAC (C-20), asbestos abatement (C-22), and tree service (D-49) contractors will be required to have workers' compensation insurance, regardless of whether they have employees.

The new requirement is the result of CSLB-sponsored Senate Bill 216, which Governor Gavin Newsom signed into law on September 30, 2022. The bill also requires that all contractors – with or without employees – will need to have workers' compensation insurance by January 1, 2026.

Currently, only C-39 Roofing contractors are required to have workers' compensation insurance, regardless of whether they have employees. CSLB research confirms that many of the approximate 50 to 60 percent of licensed contractors who currently claim an exemption to workers' compensation insurance do use employees.

This problem creates an unfair competitive disadvantage for law-abiding contractors who are subject to higher business costs and puts employees and the public at risk for workplace injuries. CSLB hopes to protect the public and level the playing field for law-abiding contractors by requiring more contractors to carry workers' compensation insurance starting in 2023 and eventually all contractors by 2026.

Consumers can verify a contractor's license status and whether a contractor has workers' compensation insurance by checking on the CSLB website.

SLB hopes to protect the public and level the playing field for law-abiding contractors by requiring more contractors to carry workers' compensation insurance starting in 2023 and eventually all contractors by 2026.

***About CSLB:** CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates nearly 285,000 contractors in California. In 2021, CSLB helped consumers recover more than \$44 million in ordered restitution.*

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CI & Friends Annual Fishing Trip Big Fun and Big Success



JACKPOT WINNER Enrique Guerrero proudly displays his winning fish on the 8th Annual Channel Islands Fishing Trip September 16 on the fishing vessel Coroloma out of Hook's Landing in Oxnard.



FISHING SPONSORS Norm Lopez of Southland Sod, and Juan Gutierrez of Landscape Warehouse enjoy a great day of fishing. They also contributed some of the photos you see here. Big thanks, guys!



HUSQVARNA rep Dennis Huggins (center) – the Admiral Sponsor (major sponsor) of the fishing trip – is much appreciated by the Chapter for his continued generous support.



SANTA BARBARA AREA LIAISON Daniel Wilson networks with Dave Hernandez who came down from Lancaster. The event drew anglers from throughout Southern California.



FISHING TRIO Mike Hernandez, Enrique Guerrero, and Michael Hernandez did leave some fish in the ocean for others...but not many.



FISHING CLASS is conducted by a Coroloma crewmember. It proved to be helpful, especially for some fishing newbies.



ANOTHER BIG FISH caught by fishing pro (or very lucky) Enrique Guerrero, earned bragging rights over good buddy John Hernandez. Plan to attend next year so you can catch the big ones!



FOURSOME from Landscape Warehouse – Juan Gutierrez, Juan Hernandez Marcelino Garcia, and Joe Robles are big supporters of the CI Chapter, especially our fishing trips.



FAMILY FISHING FUN – John Hernandez' sons Atty. Josh (left) and television writer Jared took the day off from their busy schedules to have a blast with Dad. Much appreciated.



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Four Ways to Keep Employees at Your Company

From an article by Miguel Salcido, Organic Media Group

Loosing employees is always difficult, as you are now faced with the task of having to interview and hire new candidates. The time and effort, not to mention the training, can cost your business valuable time and money. While the position needs to be filled, the process can be quite the headache.

While an unexpected employee loss is impossible to anticipate, creating the right atmosphere at your company will help you retain your employees. By taking the time to hire the right employees, you will increase your employee retention rate. Here are four ways to keep your employees:

Be Particular

First and foremost, when it comes to hiring employees, be particular about who you choose to work for your company. Because the hiring process can be so time-consuming, it can be easy to quickly hire someone without giving them a background check (this is a good resource), or taking the time to call their former employers and listed references to gain insight into who they are as both a person and as an employee.

By not being selective, it is likely you will end up hiring someone who is not suited for your company, which can lead to them leaving within a few months, or worse yet, having to let them go because

they do not fit with the company's culture. Doing your best to hire the right employees for your company will help reduce your employee turnover rate.



Provide Opportunities

The reason that many employees leave their current job is not necessarily because they are unhappy with the company itself. More often than not, an employee is leaving the position because they have been offered more opportunities at another company. One of the best ways to retain your employees is to offer them great benefits and opportunities. While smaller businesses might not have the budget to offer employees the same amount as a larger company, doing your best to offer your employees the best you can will help keep your employees around.

Foster an Inclusive Atmosphere




One of the best ways to keep employees with your company is to foster an employee-oriented atmosphere. Not only do you want your employees to be motivated and feel comfortable at work, it is also important to be as communicative with them as possible. If an employee feels like they do not have a role in the company's big picture, they can feel as if their work is menial and useless. However, if an employee is treated with respect, they are more likely to perform better at their job.


Stay True to Your Values


A ruthless company that crosses a few lines to get to the top can alienate ethical employees. Good, hard-working employees want to work for a company that maintains its moral compass. Stay true to your business values, through both the good and bad times your company will face. It will show your employees that this business is a respectable company that will not compromise in the face of adversity.


These four tips can help you keep your employees happy, motivated, and at the company for years to come.


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What is Inflation and How Does it Affect Businesses?

From an article by Jennifer Tierney, COO at Full Velocity Consulting

Inflation is the phenomenon of increased prices which leads to a gradual decrease in purchasing power over time, lowering the value of your currency. Inflation can be caused by several different factors, including an increase in the money supply, a decrease in the production of goods and services, or an increase in taxes.

Contrary to what many believe, inflation can have both positive and negative effects on the economy. When inflation happens gradually and at a steady rate, it can be good for small businesses, as it can lead to higher profits. However, when inflation happens quickly, it is bad for the economy, as it can lead to higher interest rates, decreased purchasing power, and the inability of consumers to afford basic goods and services.

1. Streamline your business

In order to stay afloat during a time of inflation, it is essential to streamline your business and increase productivity. One way to do this is to focus on your core competencies and outsource non-essential functions. This will help you to save money and redirect your resources towards activities that are more likely to generate income.

In addition, it is important to keep a close eye on your costs and consistently look for ways to reduce expenses. By taking these steps, you can help ensure that your business remains profitable despite inflationary pressures.

2. Recognize (and correct) future cash flow issues early

As the cost of borrowing money goes up, it is important to be aware of potential cash flow pitfalls that could limit your business. One way to avoid these pitfalls and help your business survive inflation is to get a loan now, before the planned rate hikes in the coming months. Each type of loan has its own terms and conditions, and you should carefully compare each option to find the best fit for your needs. By getting a loan now, you can lock in a lower interest rate and avoid paying more in the future.

3. Raise your prices – the right way

As a business owner, it's important to always be looking for ways to increase revenue while still providing quality products or services. One way to do this is by increasing prices. However, this can be tricky. If you raise your prices too much, you risk losing customers. But if you don't raise them enough, you may find yourself struggling to cover costs. The key is to find the right balance.

Make sure to share news about impending price increases with your customers ahead of time, if possible, so they know what's coming and can budget accordingly. By doing so, you can help maintain customer loyalty, even as you take steps to improve your bottom line.

Continued on page 14



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Want Your Business to Be Successful? Behave Like the Company You Want to Become

From an article by Chip Gallent in allBusiness

Is your company stuck? Have your revenues plateaued? Are your goals stagnant? It might be because your company is simply not behaving right. You are behaving exactly like the company you currently are. Think about that statement for a minute. I believe that your results are preordained because of your behavior.

Are you ready to change your company from the inside out? Here are three things that will help alter your company's behavior:

1. Role play during your meetings

Try This in Your Next Planning Session

- Have everyone in the room go around and write down their favorite business leader.
- Restate the question at hand and ask the team to write down three ways the person they wrote down would solve the problem at hand.
- Have someone facilitate the information gathering and write down every idea on large sticky notes, a white board, or an easel pad. The key here is to NOT throw out any ideas yet. Get everything down.
- Once the ideas are all down have the team collectively vote on their top three solutions to the problem, and then narrow it down to the one thing you're going to use to solve the problem.
- Go do the work.

The biggest obstacle we see in our coaching practice is the limitations that companies place upon themselves with the way they think through problems. By using this role playing technique, you remove that barrier by playing make-believe and using someone else's context to help you solve a problem. We, and our own perceived limitations, are the barriers to our success.

2. Implement the adult agreement

This is one of the most important tools we use in our coaching practice and recite as a team before every planning session:

"WE AGREE: We are all adults. We are here for the same reasons. We act like adults. Adults do and don't do certain things. Adults don't shoot each other down. Adults own up and bring mistakes to the table. Adults don't hide problems. Adults admit fault. Adults don't argue with reality. Adults make hard decisions. Adults don't shy away and they don't crush one another for acting like adults."

Are you truly acting like an adult within the walls of your organization? In most companies I have worked with in the past, people have played the blame game. Get over it. You're supposed to all be in this together. How many times have you, yourself, reserved an insight during a meeting out of fear because you knew the team would shoot it down? That kind of continuing practice can act as a cancer within your organization.

Continued on page 13

THANK YOU to all the generous Sponsors of the 8th Annual Channel Islands Chapter Deep Sea Fishing Trip!

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Want Your Business to Be Successful?, from Page 12

Take this adult agreement and use it within your company. Once it takes root, you will see a massive behavioral change.

3. Assume positive intent

What most companies describe as feedback is really criticism. What are you not doing? What could you do better? What do you need to change? It all comes from a position of negativity. Turn that around using this one very simple principle.

Always assume positive intent. Whenever you receive feedback from someone, assume the person is working from a place of helpfulness, instead of maliciousness. You can also use this statement as a way to invoke positivity into the feedback you're giving instead of receiving. Tell people you'd like to share something in order to help them learn and grow. Assuming the best of others is beneficial for everyone. Write it in big letters on your whiteboard. Paint it on your walls. These three simple words, *assume positive intent*, can – and have changed – people and companies.

You must behave like the company you want to become – way before your revenue or some other measurement says you are that company. By removing perceived limitations, acting like adults, and assuming the best of others, you will see an immediate culture change in your team that will allow major growth movements to take place.

Construction Inclusion Week Recognized by CSLB

• **Efforts to advance diversity and inclusion highlighted**

The Contractors State License Board (CSLB) recently celebrated Construction Inclusion Week (CIW) from October 17-21, 2022. The nationwide effort builds awareness of the need to improve diversity and inclusion in the construction industry.

CSLB-licensed contractors are encouraged to participate in CIW by registering online. CSLB joining the Construction Inclusion Week campaign represents its efforts to promote diversity, equity, and inclusion in California's construction industry. Last month, Governor Newsom issued an Executive Order that strengthens California's commitment to advancing equity.

The week-long event also coincides with a new California Department of Industrial Relations' grant program to promote access to training and employment opportunities for women, non-binary, and underserved populations in building and construction trades. The \$25 million in funding can help organizations that work toward equal representation in the construction industry. More information on the grant proposals can be found online.

CSLB, whose mission is to protect California consumers and regulate the state's construction industry, also benefits from increased inclusion in the construction trade. CSLB is working to increase diversity with continued outreach and monthly free online licensing workshops offered in English and Spanish. CSLB is also expanding its library of guides and publications in different languages.

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What is Inflation?, from Page 11

4. Determine a budget, and stick to it

As a small business owner, it is essential to stick to a budget in order to stay afloat. There will be times when your budget is challenged, but it is important to evaluate where costs can be cut.

This might mean making a tough decision, like letting someone go. However, preserving your bottom line is crucial to the success of your business. By sticking to a budget, you can ensure that your small business remains viable in the long term.

5. Stay optimistic

The one thing about recessions and inflationary periods is that they always end. Survive inflation and you will come out ahead on the other side with a new breadth of business practices to help you thrive post-economic recession.

The key to surviving inflation is to stay focused and keep your eye on the long-term goal.

That’s easier said than done, of course, but it’s important to remember that tough times don’t last forever. In fact, surviving inflation or another tough time can set your business up for success in the future. Inflationary periods, for example, often lead to increased demand for goods and services.

By staying afloat during these periods, businesses can position themselves to take advantage of the upturn when it arrives. So, next time you’re facing tough times (like now), take a deep breath and remind yourself that this too shall pass. And who knows, you just might come out on top.

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Don't Allow Negative Conditions to be Around You

Experiences come and go like the changing of the seasons. Our life principle, our thinking into the life creative substance, never changes as it is the creative nature to manifest our desires. Our thoughts may change as with our ideas, but creative principle never changes.

Consciousness is our creative power. No one is exclusive. Only you can choose how to use it to realize your desire. This is like no one can breathe for you, nor sleep for you or awake for you, or even eat for you. It's exactly that easy to understand. Or it's like the acorn...it knows what is needed to germinate and grow into the mighty oak, by not allowing conditions or circumstance to be around you that can pull you down.

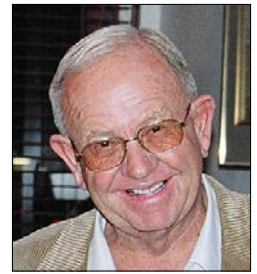
We all need to pull ourselves up to a higher mental level of thinking; we all must remain vigilant in knowing that we all, each one of us whether we know it or not, are surrounded by the Divine Creative Substance that I know as God. God is love, the love that only knows what to manifest as our wishes, desires, and ideas. Yes, we absolutely are co-creators. Your "unfoldment" is in your hands.

I remember reading that Abraham Lincoln once said, "God was so pleased with His humankind that He made so many." Or something like that anyway. It is so beautiful and wonderful that there is such diversity and uniqueness and wonder in "so many people." It's

like the many varieties of flowers – each individual and distinctive – no two alike. Each standing proudly.

It is so beautiful and wonderful that there is such diversity and uniqueness and wonder in "so many people." It's like the many varieties of flowers – each individual and distinctive – no two alike.

Jesus said, "It is the Father's good pleasure to give you the kingdom." Why don't you/we take it? He is our only God and our loving Creator. Thinking consciously good thoughts, ideas, and ideals, return to the subconscious substance as powerful energy to act upon our desires. Yes, love does...always. That, I found, is what is. – *Dave*



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