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Monterey NOV 8-11
2023 CLCA CONVENTION

Register today! See page 2.

TWO PHOTO ROUNDUPS:
The Landscape Expo
 • See page 11
Cl and Friends Fishing Trip
 • See page 7

*Auxiliary Scholarship Auction
in Tarzana October 19*

COVER PHOTO: A view of the Hyatt Monterey Regency Hotel & Spa, site of the 2023 CLCA Convention.

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

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DO I HEAR FIFTY? – Past SFV President Stephen Kinzler will once again take on the auctioneering duties at the CLCA SFV Auxiliary Scholarship Auction Oct. 19 at Szechuan Garden restaurant in Tarzana. See page 3 for details.



Earn TWO water management certifications at the same time for free!



New classes start on October 31, 2023 Register now!

This event will be delivered in Spanish Este evento será llevado a cabo en Español



Tuesdays | October 31, November 7, and November 14
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Laguna Hills, CA

Speaker: Max Moreno from Harvest Landscape Enterprises

Attending this program will help you:

- Become a California Landscape Contractors Association (CLCA) [Certified Water Manager \(CWM\)](#)
- Become a [Qualified Water Efficient Landscaper \(QWEL\)](#)
- Increase your individual and company marketability
- Earn [EPA WaterSense certification](#) recognition
- Earn CEUs for existing industry certifications

Did we mention it is free?

Courtesy of the Metropolitan Water District if you operate within the Metropolitan Water District [service area](#)

Registrese aquí Register here



Register with CLCA and place a \$50 deposit on the workshop. Deposit will be refunded via check upon workshop attendance and completion. Your deposit becomes non-refundable if you do not attend, attend less than 90%, or if you cancel your attendance within 7 days of the workshop. See all requirements at clca.org/welcwp. Classes are in-person.

Presented in partnership with the Metropolitan Water District of Southern California and the California Landscape Contractors Association



Thanks to our host Moulton Niguel Water District



Help set the future of your professional association!

All members are invited to attend
CLCA'S ANNUAL GENERAL MEMBERSHIP MEETING

Friday, November 10, 2023 | 9-11 a.m.



Hyatt Regency Monterey Hotel & Spa
1 Old Golf Course Road, Monterey, California 93940

At the General Membership Meeting, President Evan Moffitt will update attendees on the state of the association, and then open the floor to questions and input from members. Voting for candidates and a proposed bylaws amendment will follow.

Statements from candidates can be viewed [here](#) — or contact **CLCA HQ** at (916) 830-2780 to request that the information be mailed to you.

2024 Candidates

- President Tom Sweeney, CWM
- President Elect: Lindsay Ono
- Director of Education: Kristin Gallego
- Director of Legislation: Jay Martinez
- Director of Membership: Sal Hernandez

Who May Attend?

All CLCA members are invited to attend the General Membership Meeting. One representative from each Regular and Associate member company may vote, as can each Life member. If you would like to attend the General Membership Meeting but are unable to attend CLCA's 2023 Annual Convention, please contact [Michey Barnett](#) at CLCA HQ, (916) 830-2780.

Absentee Ballot Request Deadline, October 13

To receive an absentee ballot, please download and complete the [request form](#) and return to CLCA headquarters by **Friday, October 13**.

Bylaws

The Board of Directors recommends that section 3.12 of the association's bylaws be amended as follows (proposed new text in **bold italics**):

Student Membership may be extended to any full-time **undergraduate** student attending a **California accredited college or university** who has an interest in the industry **is majoring in a landscape-related program**. A Student Member shall not have the right to vote or hold office. Students may serve on committees, but not serve as a committee chair for any committee other than the Student Club.

REGISTER TO ATTEND CONVENTION



Click [HERE](#) to register

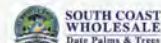
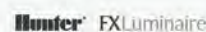
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Use group code G-CLCA
Room reservation deadline: October 16



Click [HERE](#) to book rooms



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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

- Oct 18 SFV Board Meeting, 9 a.m. via Zoom.
- 19 Auxiliary Scholarship Auction, Szechuwan Garden, Tarzana 6:30 p.m.
- Nov 8-11 CLCA Convention, Hyatt Regency Hotel and Spa, Monterey, CA.
- Dec 2 Dual Chapter Holiday Party and White Elephant Gift Exchange with Channel Islands Chapter, Tom Lucas Residence, Somis. Potluck event. Contact Kyle Hillendahl CI Past President (805) 864-0836 for address and details. All area CLCA chapter members invited.

Reserve your spot by calling (818) 620-3540 or emailing sfvclca@gmail.com.

San Fernando Valley Chapter of CLCA Invites You to:



**SFV AUXILIARY AUCTION
SCHOLARSHIP FUNDRAISER**

LEAF scholarship fundraiser benefitting students in horticulture and related fields.



When: Thursday, Oct. 19, at 6:30 p.m.

Where: Szechuwan Garden
18900 Ventura Boulevard, Tarzana, CA, 91356

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

Bring a wrapped gift - gag or serious!
(minimum value \$20+)

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!

2024 SFV Board election results will be announced at this event!

Vote for Your 2024 SFV Chapter Board!

All CLCA SFV Chapter members are invited to cast their vote for the 2024 Board of Directors! Elections will be open through noon on October 19, 2023.

VOTE NOW



<https://bit.ly/SFV2024BoardVote>



Preparing for Tomorrow

Hello fellow San Fernando Valley CLCA members. October is here, which means we are nearing the end of the year. However, that does not mean all the work is done; we still need your help.

FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Like every year we like to plan ahead and this year it is no different. If you have any ideas as to what type of program or events you would like to see for next year, please let us know so that we could consider them and put them on the calendar. Also, as I always mention, if you

are interested in being more active in the chapter, please contact us and we would be happy to have you become a member of our board or serve on a committee.

CLCA State Convention Nov. 8-11 in Monterey

If you have not already done so, please do not forget to sign up for our CLCA Annual State Convention in Monterey November 8-11. It promises to be a great event...some business and lots of fun. The

State Trophy Awards and the Annual Membership Meeting are part of the program.

SFV Women's Auxiliary Auction Oct. 19

You don't want to miss the laugh-out-loud Auxiliary Auction conducted by the SFV Chapter Auxiliary to raise funds for scholarships through CLCA's LEAF program. The event will be held October 19 at Szechuan Garden, 18900 Ventura Blvd., Tarzana; (818) 881-8050. See page 3 for details.

Dual Chapter Holiday Party and White Elephant Gift Exchange Dec. 2

Finally, we are closing out the CLCA year by joining with the Channel Islands Chapter in a dual Holiday Party and White Elephant Gift Exchange on December 2nd at the Tom Lucas residence in Somis. The event will be a potluck. Bring a WRAPPED gift of \$25-\$35 for the White Elephant, and an UNWRAPPED gift of any amount for kids and women in a local shelter. Details next issue.

— Francisco

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Monterey NOV 8-11
2023 CLCA CONVENTION

HYATT REGENCY MONTEREY HOTEL & SPA
NOVEMBER 8-11, 2023
clca.org/convention

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION

SAVE THE DATE!

SFV and CI Dual Chapter Holiday Party and White Elephant Gift Exchange December 2 in Somis

Join members and friends of both the San Fernando Valley and Channel Islands Chapters for a Dual Chapter Holiday Party and White Elephant Gift Exchange on Saturday, December 2. The unique Holiday celebration will be held at the lovely home of Tom Lucas in the town of Somis in Ventura County.

The party will be a potluck event, so bring your favorite dish or dessert. CI Past President Kyle Hillendahl will take the RSVPs and coordinate the dishes for the potluck, at which time you will be given the event address and other specifics. Call him at (805) 864-0836.

This is a FREE event, but attendees are asked to bring a WRAPPED gift in the \$25-\$35 range to participate in the hilarious White Elephant Gift Exchange. This will be the fun highlight of the evening, so you don't want to miss it.

As long as you are in a giving mood, if you care to you can bring an UNWRAPPED gift of any value for the children and women of a local women's shelter.

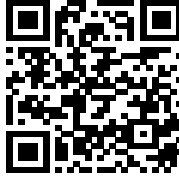
All area chapter members are welcome. More details next issue.

GoFundMe Fundraising Effort Started for Long-Time CLCA Member Charles Nunley

CLCA Ambassador, Past State President and former LA Chapter President Charles Nunley needs your help. He suffered a heart attack and stroke late last year, has been bedridden for five months, and is now in hospice care.

A group of Charles' friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles was told he would never work again.

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



Here are some of the highlights of the life of Sir Charles Nunley...

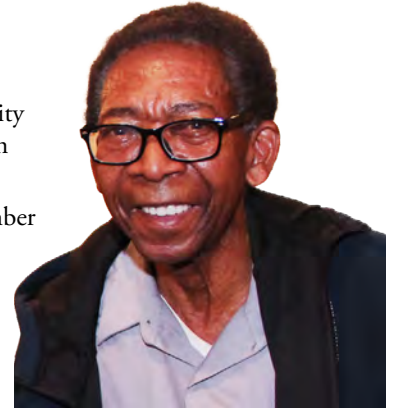
Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 83 years old. He was raised in

the South-Central part of the city and most recently has resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a Knight of the Garter and an Allegiance award winner. There are few if any CLCA chapters Charles *has not* visited, often volunteering to help on various local events and committees.

Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless.

Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.



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Hiring in a Tight Labor Market: Three Creative Ways Small Businesses Can Attract Workers

From an article by Atty Neil Hare, McCarthy Wilson LLP, and the president of GVC Strategies

The number one issue facing small businesses today is no longer inflation, but rather finding and retaining competent, reliable employees. Workers today, especially millennials, are demanding more than a paycheck to take a job, and remote work has allowed many to take jobs all over the country without leaving their couch. So, with unemployment at 50-year lows, what are some strategies to find the workers your business needs?

To start, the obvious solution should be offering higher wages. While this practice may work, it is unsustainable for many small businesses that run on tight budgets. Here are some new ways to attract and retain employees in a tight labor market:

1. Rehumanize the application process

If you've ever looked for a job, you are familiar with the deflating feeling of sending out hundreds of resumes and receiving not even one response, let alone an interview request or job offer. This happens to everyone, from a recent college grad to a senior executive with 20 years of experience.

Setting up an automatic email reply to completed applications is a great way to keep job seekers from feeling in the dark. Responding to applicants, even to those whom you may not ultimately hire, immediately sets you apart from other potential employers, and demonstrates that you are a company that respects the needs and feelings of its workers.

2. Offer job flexibility

Many small businesses are unwilling to offer remote or even hybrid opportunities to their employees, partially because they don't trust

that the employees will get their work done. For others like retailers and restaurants, remote work isn't even an option, with or without trust.

It is, however, important to build and display trust with employees to create a healthy business environment. There are a couple of ways for small businesses to show trust and care for employees without conceding full-time remote work.

The first is to offer remote work as an earned benefit. Employees that demonstrate dependability can be granted the ability to do some remote work. This strategy can promote a positive sentiment among employees. Another solution is to offer flexibility and allow employees to have some leeway with their hours in the office. An example of this would be letting employees pick up their kids from school. Flexibility means going beyond a strict nine-to-five to show employees that the workplace can be a supportive environment.

Both of these strategies demonstrate to employees the benefits of working at a small business.

3. Build a local brand

The popular narrative in the media is of employees leaving small businesses for higher wages and better benefits. However, the story that is not being told is of the loyal employee who chooses to stay at a small business because of the benefits that come with having personal connections and a comfortable work environment. Small businesses need to market themselves as having qualities larger employers cannot compete with.

Find ways for your business and your employees to participate in community organizations, like chambers of commerce and non-profits. These civic organizations offer networking, professional development, and charitable activities to give back. This is especially important in the post-Covid environment when in-person events are coming back with renewed vigor. By providing these opportunities, you can differentiate your business for workers as something more than just a paycheck, but as an upstanding part of the community.

Establish a web presence and keep the content fresh, updated, and creative. Once you have created this original content you can offer further engagement by sharing it on social media and through emails. This local branding helps market your company, and raises awareness among potential employees that your business is a place where they want to work.

Creative solutions are key to attracting workers

The low unemployment rate has been a leading indicator of a strong economy, which continues to show signs of resilience, despite repeated interest rate hikes by the Fed. This is cold comfort for small employers who can't earn revenue or grow without reliable workers.

But, if there is one thing more resilient than the economy, it is small businesses. With some creative thinking, brand building, and the value of community, smaller companies can attract the workers they need.



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9th Annual CI Fishing Trip: Lots of Fish, Lots of Smiles



CI PRESIDENT Ivan Salazar of Sponsor Groundcare Landscape and CI Past President Kyle Hillendahl of Sponsor SPJ Lighting are pleased with the great turnout and all the fish being caught.



ADMIRAL SPONSOR Landscape Warehouse crew: Joe Robles, Juan Hernandez, Norm Lopez of Sponsor Southland Sod, Juan Gutierrez, and Marcelino Lemos. Thanks for your generous support.



BIGGEST FISH competition was won by Dennis Huggins of Sea Captain Sponsor Husqvarna, shown with a crewmember holding up the winning fish, a huge lingcod.



CADRE LANDSCAPE Sponsor reps Temo Jimenez and Edwin Canizalez take a break between fishing spots. Cadre owner Julio Lopez was one of the earliest Sponsors of the Annual Fishing Trip.



HERNANDEZ CLAN fishing mates have made the yearly event a family reunion at sea. Shown are Michael Hernandez and son Mike, Josh, David, Jared, John, and Enrique Guerrero.



TOOTHY SHEEPHEAD caught by lucky angler Enrique Guerrero (last year's biggest fish winner) is assisted by Coroloma Skipper Jeff. The staff on the boat gets 5 stars for helpfulness. Great job!



PAST CI BOARD MEMBER Claudio Sandoval, Jr. (center), catches up on the latest industry news with SPJ Lighting's Tommy Endres and Kyle Hillendahl.



HUSQVARNA reps Dennis Huggins (right) and Moroni Mayora enjoy a great day of fishing. Glad you had a good time and thank you for Sponsoring our Fishing Trip once again.



BROS. H. – Michael and David Hernandez (John's brothers), and Danny Willis (David's fishing buddy), had their fishing sacks full by day's end. This is nothing new for Danny who was nonstop pulling them in.



SPJ REPS Kyle Hillendahl and Tommy Endres invited two lucky clients to fish – Bill Grass and Jack Kiesel. Other members did the same. The Fishing Trip is a great way to thank your customers.



FISHING CHAIR John Hernandez (right) and younger brother, Michael, share a birthday 14 years apart. That didn't seem to matter to the fish, however. One piece of squid is as good as another. FISH ON!



CI FISHING TRIP ENTHUSIASTS – Shown are 32 of the happiest anglers in the Southland after an excellent day of fishing on the 9th Annual Channel Islands Chapter & Friends Fishing Trip September 15. See you next year.



JOSÉ ROBLES
Owner
Landscape Warehouse

Not Returning Phone Calls... and Other Bad Habits to Overcome

Bad habits, we all have them. (And you thought I was perfect.) Mine are occasional procrastination, and sometimes underestimating how long a building project will take, such as putting up shelving or rearranging our warehouse. In both cases what helps me to overcome these is by relating them to the loss

of money and time. Not tackling a business project or task earlier could result in higher prices later or even late charges. And it will delay any potential benefits you might expect from the completed project. Underestimating how long the installation of new shelving in a store will take – or any other business-related task – is not simply a scheduling problem. No, it could mean that you may have to kiss off a few Sundays to help with the project yourself in order to meet your proposed completion date. I speak from experience.

But it's those interpersonal bad habits that can kill a business and must be confronted when they become evident with any member

of your staff. **The chief bad habit for business is not returning phone calls in a timely manner.** Whoever is calling you or your employees represents new orders, a client with questions about a product or service, and even a business-related complaint. In all cases, returning these calls promptly can mitigate most potential problems, and is a way to make your customers feel they are important to you, and are appreciated. It is one of the factors in how Landscape Warehouse continues to grow our loyal customer list. We

We treat our clients with respect and think of them as friends, not numbers on a ledger. And it all starts by returning their phone calls.

treat our clients with respect and think of them as friends, not numbers on a ledger. And it all starts by returning their phone calls.

You've probably heard the one about the guy who ran into someone whose phone call he had not yet returned. Jokingly exclaimed the man, "Thank God Fred that I wasn't on fire and needed your help to put it out!"

You'll never know the importance of that unreturned phone call. The future of your business could very well rest upon its timely return. – José

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


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Adversity? Just Don't Quit! *From an article by Mark Matteson, Sparking Success*

Two of my favorite Stoic philosophers of the Roman Empire were Epictetus, the other was Marcus Aurelius. Epictetus was a slave, Aurelius an Emperor.

Epictetus once said, *"It is difficulties that show what men are."* Aurelius said, *"You have power over your mind – not outside events. Realize this, and you will find strength."*

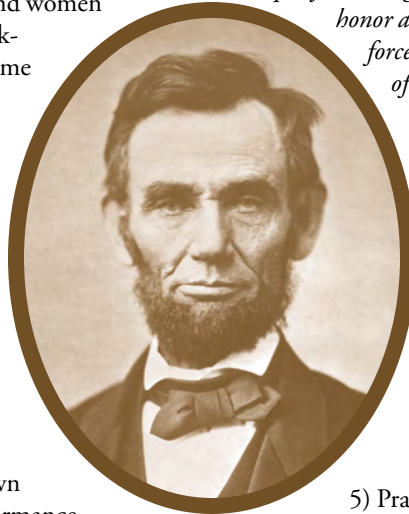
It's not what happens to us; rather, it's how we respond. Are you willing to fail forward? Knocked down seven times, stand up eight! History is replete with shining examples of men and women who bounced back from setbacks, challenges, bankruptcy, and failure. We only truly fail when we blame others and stop trying to learn from our mistakes. Each of us is 100% accountable for our actions and decisions.

We all suffer. If you live long enough, things are going to happen that you have no control over. Death of a loved one, betrayal, financial setbacks, divorce, surgery, auto accidents, floods, earthquakes and oh yes, Covid-19. The list is long. Again, it's not what happens but how we respond.

There is no better teacher than adversity. Every defeat, every heartbreak, every loss, contains its own seed, its own lesson on how to improve your performance the next time.

Abraham Lincoln is considered by many to be the greatest President in U.S. History. He experienced more failure than any other President, both personally and professionally. A common list of the failures of Abraham Lincoln (along with a few successes) is:

- 1831 Lost his job
- 1832 Defeated in run for Illinois State Legislature
- 1833 Failed in business
- 1834 Elected to Illinois State Legislature (success)
- 1835 Sweetheart died
- 1836 Had nervous breakdown
- 1838 Defeated in run for Illinois House Speaker
- 1843 Defeated in run for nomination for U.S. Congress
- 1846 Elected to Congress (success)
- 1848 Lost re-nomination
- 1849 Rejected for land officer position
- 1854 Defeated in run for U.S. Senate
- 1856 Defeated in run for nomination for Vice President
- 1858 Again defeated in run for U.S. Senate
- 1860 Elected President (success)



That looks like a pretty glum résumé, making you wonder how he ever made it to the top. The answer? Resilience. He just never quit.

Winston Churchill delivered one the shortest speeches in England's history at his alma mater Harrow in 1941. His closing remarks went like this: *"Never give in. Never give in. Never, never, never, never – in nothing, great or small, large or petty – never give in, except to convictions of honor and good sense. Never yield to force. Never yield to the apparently overwhelming might of the enemy."*

So just how does one bounce back from adversity?

- 1) Decide to overcome. Get back on the horse.
- 2) Study men and women who have bounced back. Read Biographies.
- 3) Journal. Ask yourself, what can I do different or better next time?
- 4) Find mentors. Seek out men and women who have overcome setbacks and challenges and ask them how they did it.
- 5) Pray. Ask whatever Higher Power you believe in for strength.
- 6) Meditate. Listen to the small still voice for answers. Be still.
- 7) Resolve to keep going. Just don't quit. It's a choice.

"The friend in my adversity I shall always cherish most. I can better trust those who helped to relieve the gloom of my dark hours than those who are so ready to enjoy with me the sunshine of my prosperity."

– Ulysses S Grant, President

Let's listen to the philosophers of old. "Just Don't Quit!" Abe Lincoln never did...

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



MARK MATTESON
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Eight Ways to Generate Positive Word-of-Mouth Marketing for Your Business *From an article by Dr. Shamael Zaheer Khan in allBusiness*

While modern-day marketers rely heavily on digital mediums and platforms to reach large numbers of people, word-of-mouth marketing, also known as referral marketing, has also become a highly sought-after marketing tool for businesses. The reason why? It works. People trust other people's opinions when it comes to learning more about a product or service.

Positive word-of-mouth builds brand trust and credibility, significantly influencing consumer behavior. As an endorsement from satisfied customers, it boosts brand popularity, increases customer acquisition, and enhances customer loyalty. It's an organic, cost-effective method to increase sales and overall business growth.

Word-of-mouth marketing is exceptionally effective as it leverages the trust consumers place in personal recommendations over advertisements. It fuels brand credibility and awareness and fosters a community around a product or service.

Creating a buzz through word-of-mouth is not something that happens overnight. It's a process that requires consistency, authenticity, continuous improvement of your offerings, a strong understanding of your target audience's changing interests and needs, and building a climate of trust with your customers and prospects. Here is how to create and maintain a positive buzz:



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1. Provide unparalleled customer service

Let's face it. Great customer service makes us go head over heels for a brand. Exceptional customer service is the backbone of positive word-of-mouth, so always ensure your customers' concerns are addressed swiftly and effectively.

2. Exceed customer expectations

Simply satisfying your customers is not enough. Overdelivering on what your products or services promise will leave you with customers who are over-impressed, which can further lead them to recommend your business to others.

3. Encourage user reviews and testimonials

Ninety-five percent of consumers read online reviews before they shop and 58% say they would pay more for the products of a brand with good reviews. Therefore, it's important to encourage satisfied customers to leave positive reviews on your website, on review sites, and social media platforms.

4. Leveraging social media to your advantage

Your most powerful weapon in today's tech-dominated world is social media. Because of its massive outreach, you can leverage it to make your brand relatable and content shareable to help your message spread organically.

5. Associate with influencers

We are living in an age where influencers are in vogue and their opinions matter. Businesses that partner with an influencer can witness significant business exposure and positive word-of-mouth marketing.

6. Engage in community initiatives

Participating in community events, sponsoring local teams or charities, and undertaking discretionary social responsibilities can help you build a positive reputation for your businesses, encouraging positive word-of-mouth.

7. Deliver continuous value

Customers today are constantly in search of things that are value driven. From insightful blog posts to free webinars, your business can deliver value to curious customers through information. This in turn will create loyal customers who are more likely to spread positive word-of-mouth.

8. Monitor your online reputation

Equally important to creating a buzz about your business is monitoring that buzz and keeping track of what people are saying and posting online about your brand. In the event of negative word-of-mouth, promptly dealing with a negative review can help you to restore your business's good image.

Build your brand through word-of-mouth marketing

Word-of-mouth is not simply a marketing strategy, but rather a testament to the quality, values, and rapport a business builds with its customers. It thrives on authenticity and exceeds the boundaries of traditional advertising through personal recommendations and buzz created organically.

The Landscape Expo (TLE) Showcases Industry Suppliers



TLE FOUNDER Nathan Schmok laughs it up with Norm Lopez of Southland Sod in the busy aisles of TLE. The Landscape Expo took place Sept. 20-21 at the Anaheim Convention Center.



SMITH PIPE rep Greg Clear holds down the fort while his crew is at lunch with clients. The event was well attended on both days and offered 54+ educational sessions.



WEST COAST TURF reps Carlos España and Danielle Scardino greet attendees and discuss the many benefits of real turf in the landscape.



CLCA INSURANCE SOLUTIONS rep Dan Dvorak talks insurance with TLE showgoers. Dan is a Past President of the Channel Islands Chapter.



A-G SOD reps Ruben Aranibar and Aaron Taylor welcome TLE attendees.



MILWAUKEE TOOL reps Juan Mendoza and Griffin Crane welcome TLE attendees. Juan serves as Associate Member Rep for the San Fernando Valley Chapter.



SPJ LIGHTING mobile showroom is staffed by SPJ rep Carlos Platinum. The showroom on wheels drew lots of visitors and lots of attention.



HUSQVARNA rep Dennis Huggins had several locations at TLE displaying his firm's fine equipment.



SOUTHLAND SOD booth is staffed by Norm Lopez and John Domenici. Many thanks to Norm for providing some of the fishing photos you see on page 7 of this newsletter.



LCIS VIPS Kim Ayala and Natalie Balyasny talk insurance with TLE attendees. Natalie serves as Secretary for the San Fernando Valley Chapter.



DELTA BLUEGRASS reps Jeff Henninger and Jodie Sheffield talk sod with attendees. Their company reps are very active in the Yosemite Chapter.



IRRIGATOR TECH VIP Marcie Daigle and Past OC President and state officer Ed Wallace visit Bowsmith rep Ken Berg at the big TLE trade show.

Key to Work-Life Balance: Making Needed Decisions

From an article in *allBusiness* by business coach Amy House, M.Ed founder of *Growin' Out Loud Darlin'*

The discussion of work-life balance basically goes like this: You can achieve balance if you just try hard enough. Really? Out of every 24 hours, 12 are work and 12 are life? Or is balance more like 16 hours on work and 8 on life? What if I have a day that is 20 hours work but the next day is 20 hours life? Who tracks this? Should I be tracking this?

And, is this a good use of my time and mental energy? And what is “enough”? How hard is “enough”? Why should this be hard anyway? Shouldn't my work and life have flow and not be hard?

I have worked with hundreds of clients, business owners, business leaders, and companies. At some point, a question regarding work-life balance pops up in a session or meeting. It may not be the direct focus of our conversation, but it comes from this source: How can I achieve a better work-life balance? Here is what I have come to believe and what I share with my clients.

Three Things to Know About Work-Life Balance

1. There is no such thing as work-life balance

It is about flow. Just like a wave will flow back and forth from the shore, there will be times in business or life where we will be in a forward direction, and at other times the opposite.

2. Sometimes your work and your life are merged

There isn't a time of day that suddenly your mind just switches off. I recognize that solutions for my life and home sometimes show up at a lunch meeting with a client; sometimes, that situation is reversed. Our lives and work are merged. They aren't separated.

3. The seasons of life are a reality, too

When I was first married, that was a season. Every time I was promoted in my former career, my work landscape took front stage. Other seasons have included graduate school, children, caring for a parent, starting my business, growing my business, and transitioning to an empty nest. I don't make excuses for seasons. They just are. Sometimes recognizing what is helps us understand and accept seasonal flow.

What Decisions Are You Putting Off?

When the work-life discussion comes up with my clients, I ask one question: What decisions are you putting off? When we aren't

making critical decisions, we stall or stop forward movement. Instead of recognizing the overwhelm from our indecisiveness, we start thinking we are out of balance.

We all intuitively know that balance in our work and lives is not truly achievable. *However, we experience imbalance because we aren't making key decisions.* Once we decide important issues, our work and lives organize around those decisions.

A great example is my client “Joan.” Joan has a marriage that is shaky and some health issues that she needs to face. She is also expanding her work team by two people. Joan comes to our session wanting to talk onboarding strategies for her new work team, but keeps diverting the conversation back to her health and marriage. She keeps referring to the “need to balance.” But ultimately, these were the decisions and questions she was avoiding:

Should she get up 30 minutes earlier to walk? Does she believe that walking will improve her health?

Should she hire someone to prepare food for her? Would having healthful meals ready to take to work or eat at home help her eat better?

Does her husband feel the same disconnect? Why don't I just plan a monthly lunch or dinner date with him? Why doesn't he?! Is this a relationship issue or a quality time issue?

Once Joan talked through all the questions she had been asking herself, she started answering them. It wasn't about balance. Walking wasn't the issue; it was making the decision to make the time and use it wisely. It wasn't about eating more healthfully; it was about deciding on the mechanism to eat healthfully. It wasn't about staying married or not; it was about setting aside time to really connect instead of just passing briefly with quick bullet point conversations.

Understanding the Key to Work-Life Balance

As an entrepreneur myself, I also experience overwhelm and feel like my life is “out of balance.” However, when I really sit with my thoughts and feelings, I discover it is because I have decisions that need to be made.

Most of us realize that our lives are imbalanced toward work. We also know that our time limits mean that we must make decisions. Usually, those decisions do not mean that you need to quit your job or close your business to reduce stress. It just may mean that you must decide if you need to get up at 5 a.m. to go to the gym if your health is a priority. It may mean that your children can only participate in one after-school activity unless you hire a nanny. It may mean that you must purposefully schedule time with your spouse because you are both busy and “organic” relationship building just doesn't happen.

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*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
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Living in the Moment...This Moment

Everything that is, that has been, and that is yet to be is centered in the spiritual makeup of our Creator. And, yes, that includes all sentient beings...whether you know it or not. We are centered in this unique individual being, no two alike, as co-creators.

Each and every person is a channel for the creative expression of God, through our creative work and through our personal lives. You can see His creation in plants and trees...but more importantly when you look in the mirror.

We all get to share our passions and our loves in design, installation, maintaining, and in the pure joy of the beauty we create. When we share this passion, others are touched by it and moved to share their enjoyment brought about by that which God has created through us. This opens the door to limitless opportunities, all presented in a timely and efficient manner.

Our Creator operates by a universal law of cause and effect, and again by means of our thinking.

If you don't get what you want, change your thinking. It is a joyful, miraculous, harmonious experience we envision that returns to us as our demonstration. Gads! If only I had realized this earlier. So many times, we encounter stumbling blocks that get in the way of understanding what's always been there. The power is within, NOT out there somewhere.

We must choose to live in the present. That's where all life is. This quote from Emerson comes to mind...

"The roses under my window make no reference to former roses or better ones; they are what they are; they exist with God today. There is no time to them. There is simply the rose; it is perfect in every moment of its existence." – *Ralph Waldo Emerson*



DAVID JUNOD
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Does man recognize the riches that surround him and live in the present with nature? If we live truly, we see truly. The strong person will be strong...conversely, the weak person will be weak. You have a choice to have a relationship with God, or not. With God, good is always near to you, and you can always see the footprint from our Guide right next to yours.

Love does always and in all ways. Namaste. – *Dave*

"The prayer is letting go of the problem and being receptive to the transcendent solution that already exists within you."

– *Eric Butterworth*

"Every hour of every day is an unspeakable perfect miracle."

– *Walt Whitman*

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Please visit clca.org/join to sign up as a Vendor Member

2 Member Information

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- San Luis Obispo
- Yosemite

4 Payment Information

Annual Dues

Affiliate Member \$175

Contractor Member (see table below to determine category and dues — based on gross annual sales)

Member category _____

Member Category	Gross Annual Sales	Annual Dues	Monthly Payment Plan
4R*	\$0-\$100,000	\$395	Less than \$35!
3R	\$0-\$400,000	\$550	Less than \$48!
2R	\$400,001-\$1,000,000	\$985	Less than \$84!
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