# Valleyscape

Valleyscape is now available online! www.eldoradocommunications.net





# CI Fishing Trip Sept. 17

- Event is Sold Out, but you can Sponsor
- Sponsorship form on page 7



# Sponsorship Opportunities Still Available! SFV CHAPTER GOLF TOURNAMENT

- September 24, Tierra Rejada Golf Club, Moorpark
- Details on page 4

### LANDPAC FUNDRAISER VIPS

The August 19 Wine Tasting Fundraiser for LandPAC, was a joint effort of the San Fernando Valley and Channel Islands Chapters of CLCA. The fun-filled event drew more than 45 attendees and raised \$1,740 for LandPAC. The fundraiser's success was primarily due to great speakers and the tremendous job done by its organizers. Shown are Assemblymember Suzette Valladares, chief organizer and SFV Treasurer Mickey Strauss, SFV Auxiliary President Cindy Strauss, Past SFV President and the evening's emcee Steven Kinzler, and State Senator Scott Wilk. The event was hosted by Tom Lucas and was held at his Performance Gardens Nursery in Somis. (See more photos on page 5.)



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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

- Sept. 17 Channel Islands Chapter and Friends Annual Fishing Trip, Channel Islands Sportfishing, Oxnard 5 a.m.
  - 24 SFV Regional Golf Tournament with Channel Islands Chapter, Tierra Rejada Golf Club, Moorpark.
- 28 Auxiliary Scholarship Auction LEAF Scholarships Oct. Fundraiser, 6:30 p.m., Silver Panda Restaurant, 1011 Mason Ave., Chatsworth.
- CLCA Convention, Lahaina, Hawaii Westin Maui Nov. 3-6 Resort & Spa.
- Dec. Holiday Party TBD

# **Auxiliary Scholarship Auction** Set for Thursday, October 28

 LEAF Fundraiser to be Held at Silver Panda in Chatsworth

undraising for scholarships can be FUN, as proven by the SFV Chapter's annual Auxiliary Scholarship Auction which is sponsored by the SFV Auxiliary. This event generates the most laughs from its participants - and the most money for LEAF scholarships. The event will take place Thursday, October 28,

6:30 p.m. at Silver Panda Restaurant, 10116 Mason Ave., Chatsworth, CA, 91311, S/E corner of Devonshire and Mason.

Dinner is \$25 per person. Bring your checkbook and a wrapped gift or two (minimum \$10.00+ value), gag or serious. All the proceeds from the Auxiliary Scholarship Auction will go to the CLCA Auxiliary's support of LEAF - Landscape Education



Advancement Fund – which provides scholarships for horticulture majors and students in related fields. Auction paddles are free.

Plan to have a fabulous feast and a lot of fun as you bid on wrapped "mystery" gifts. Past SFV President Steven Kinzler will assume the role of auctioneer this year. Steven will step into auctioneer extraordinaire Nelson Colvin's big shoes but is certain to do a spectacular job. If he handles the bidding wars using Nelson's creative math, LEAF scholarships will be the big winners.

The Silver Panda Restaurant is well known in the Valley for its excellent assortment of Chinese cuisine favorites. SO, COME HUNGRY...and bring a friend! Please RSVP to Jan at sfvclca@gmail.com or the Chapter Office (818) 772-7233 by Monday, October 25.



FRANCISCO **SALAZAR** SFV Chapter President Groundcare Landscape Co.

### A Great Success

o all our CLCA members, a heartfelt thank you! Thank you for making our LandPAC fundraising event a great success. Thank you to Tom Lucas for allowing us to use his space over at Performance Gardens Nursery and all our neighboring chapters like Channel Islands, Los Angeles/San Gabriel, and Orange County for attending.

Now our team is full speed ahead to finish the little details for our Golf Tournament coming up on the 24th of this month. Do

not miss out and come join us for a fun event. There will be games and prizes to take home. Remember, this event is for everyone. Even if you do not play golf, you are still welcome to attend and to network with members and suppliers from the entire region. So, reach out to us and sign up to secure your space.

Your San Fernando Valley Chapter Board has been working hard for its members with great events in mind, like the LEAF Scholarship Fundraiser Auxiliary Scholarship Auction on October 28. For the coming months we have other great ideas for events and programs and as they start getting traction, we will inform you of all the details.

Meanwhile, if you are interested in joining our board and being part of our great decision-making team, don't hesitate to reach out to us. Now is the time to take that leap since we are already looking into our 2022 Chapter leadership. Come join us!

Don't forget our CLCA Convention in Hawaii, November 3-6, is coming up quickly, with lots of great activities and topics. Let us know if you have any questions. We'll see you at the Golf Tournament. – Francisco



# Join us for a fun-filled day on the links at Tierra Rejada Golf Club in Moorpark!



### GOLFER & SPONSOR REGISTRATION LEVELS

**Max Limit Single Golfer in Tournament** 

Includes participation in the tournament, a raffle ticket, and boxed lunch for each registered golfer.

\$150.00 ea.

**Price** 

### **Foursome in Tournament**

Includes participation in the tournament, a raffle ticket, and boxed lunch for all registered golfers.

\$600.00 ea.

#### **Mulligan Package**

Two mulligans in tournament + one raffle ticket. \*\*One package per player may be purchased.

\$25.00 ea.

### Premium Hole Sponsor (4 available)

Signage at a tee during the tournament + special contest sponsor. (ie: longest drive, closest to the pin, etc.)

\$400.00 ea.

### Hole Sponsor (13 available)

Signage at a tee during the tournament.

\$250.00 ea.

**Max Limit Price** 

### **Grand Prize Sponsor (2 available)**

Sponsor for prizes and plaques to tournament winners. Sponsor signage at entrance and exit of tournament.

\$500.00 ea.

### **Lunch Ticket Sponsor (2 available)**

Sponsor funds will be used to help with the purchase of lunch vouchers provided for players during the tournament. Your logo will be printed on the lunch vouchers. \*\*Purchase 2 of this sponsorship to have your logo exclusively printed on the vouchers.

\$500.00 ea.

### **Drink Ticket Sponsor (2 available)**

Sponsor funds will be used to help with the purchase of drink vouchers provided for players during the tournament. Your logo will be printed on the drink vouchers.

\$500.00 ea.

Questions? Call (818) 772-7233 or email sfvclca@gmail.com

To register online, please visit http://bit.ly/SFVGolf21

# Wine Tasting Fundraiser Raises \$1,740 for LandPAC



LANDPAC FUNDRAISER SPEAKERS Guest speakers at the Aug. 19 Wine Tasting Fundraiser for LandPAC are Assemblymember Suzette Valladares and State Senator Scott Wilk. Their participation helped raise \$1,740.



PAST STATE PRESIDENTS Mickey Strauss (SFV), Beth Burns (LA/SGV), Pete Dufau (CI) and Charles Nunley (LA/SGV) represent just some of the CLCA chapters attending the LandPAC fundraiser.



EVENING'S HOSTS Tom Lucas and wife Kim (center) not only provided the venue (Performance Gardens Nursery), but generously provided the tasty spread of food as well - which Tom kindly shared with hungry Fido.



SFV VP PROGRAMS Josh Emeterio and Past SFV President Steven Kinzler – the evening's emcee - enjoy the great camaraderie at the LandPAC event.



CPC DIRECTOR SOUTH is Ed Wallace. shown here with CLCA Ambassador Charles Nunley and one of the evening's speakers, Assemblymember Suzette Valladares, who's life story was inspiring.



ALL FOR A GOOD CAUSE - LandPAC supports those elected officials who support the goals of the landscape industry. Pete Dufau (left) managed the wine tasting aspects of the fundraiser, Tom Lucas took care of venue and food.



OC CHAPTER PRESIDENT Sal Hernandez enjoys the evening with Rick Neugebauer of De Partola Estate Winery and Past OC President and CPC Director South Ed Wallace.



MOORPARK MAYOR Janice Parvin is welcomed by SFV Secretary Natalie Balyasny. They discussed the upcoming Regional Golf Tournament Sept. 24 that will be held at Tierra Rejada Golf Club in Moorpark.



STATE SENATOR SCOTT WILK enjoys a Kodak moment with another respected leader, Past SFV President and current VP Membership Steven Kinzler.



CPC DIRECTOR NORTH Evan Moffitt with SiteOne, discusses CI Chapter's new social media program with CI President Kyle Hillendahl and Pete Dufau, Past CI and State President. Busy Evan is also CI VP Membership this year.



BIG TURNOUT to support LandPAC's efforts locally and in Sacramento, and to learn a little about fine wine. Here, more than 45 attendees listen to Kimberley Lucas (right) as she promotes her Lucas Sellers tasting room.



WINE DONATIONS ABOUND including two cases from Rick Neugebauer of De Partola Estate Winery. Others donating included David DuBois of Cholame Vineyard and Robert and Jill Crudup of Cooper's Ridge Vineyards.

# Top 5 Traits of Successful Innovators

From an article by Dr. Evans Baiya, TheInnovatorsAdvantage.com in allBusiness

Steve Jobs once said, "Innovation distinguishes between a leader and a follower." He was certainly referring to leading in terms of industry: if your company is innovating, it will generally lead the pack. But I think he was also referencing positional titles in the workplace. If you are a leader, you are expected to innovate. And if you are an innovator, you have the potential to be a leader.

But whether you have a leadership title or not, innovation begins with a position – a mental position. From this starting point, continual innovation is sustained by a set of mindsets: convictions of change, growth, and value. Successful innovators think in broader terms than the average person and must be somewhat altruistic to achieve their objectives. Whether solving large-scale problems or creating incremental change, innovators who achieve success seem to have five mindsets in common:

**1.** A Healthy Dissatisfaction with the Status Quo. Innovators believe that life can be improved; a product, a process, a market – even a mindset or a culture – can be improved. Innovators are not satisfied with the way things are and are always looking for something better. They are not limited in how and where they look for their ideas. Their minds are without borders or limits.

Because of this, innovators are not satisfied until the world they see is made better. They are always working to expand possibilities – looking around to generate more ideas through observation, research, conversation, and study. They are driven and will often inspire others to help build the better world they envision.

These are the same people who are always generating ideas not only to make a profit, but to serve customers better, to improve efficiency, and to enter into – and even conquer – new markets. They are looking for opportunities for impact.

**2.** A Hunger to Improve Themselves. Innovators not only want to improve life for the masses, they also want to be better themselves. This is based on a belief in self that they are agents of change, that they can be "agents of better."

Their mindset tells them they can make a difference, but they know that the greatest change comes from first improving themselves. They are often dissatisfied with their own position and



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believe they can be better, be more, and do more. They work to improve themselves through continuous learning, experimenting, and collaboration with others. Innovators seek feedback on the impact of their ideas, and do not like complacency.

### 3. Successful Innovators Have a Tendency for Resilience.

Innovation is a journey with ups and downs – and surprise outcomes. It's not a straight line and never happens right the first time. Because of this, innovators must be resilient. They measure what is working and what isn't to make small steps towards betterment. They know that small improvements over time equal big innovation.

Innovators do not give up or succumb to failure. Instead, they embrace it as a way of making progress – innovators fail forward. Innovators don't fail – their experiments simply move them closer to the right solution.

Over time, innovators develop emotional intelligence to endure the different outcomes they receive along the way. They are tenacious in their pursuit. While some of their collaborators may give up and fall to the wayside, successful innovators are determined to achieve results.

**4. An Attitude of Resourcefulness.** At the beginning of a project or idea, innovators might not have all the answers. They invest in learning, collaborating, and finding resources to help them become successful. Those resources may be in the form of people, money, supplies, time, and even self-reflection. A powerful component of resourcefulness is a willingness to share problems and reach out to others to learn and collaborate.

Even when lacking time, money, or supplies, innovators can be unstoppable. They look to their environments to support their ideas. When traditional paths are not available, they move toward their goal in creative ways: how-to videos online, experimenting after their regular workdays, making, modifying or borrowing supplies, and more.

**5. A Penchant for Truth.** Innovators are guided by reality and data. This means the voice of experimentation and feedback are louder than opinions and assumptions. Innovators find ways to measure their contributions all the way from the impact of new ideas to the validation process to experimentation and outcomes.

It has been said you must measure in order to manage. This rings even truer for innovators, who seek facts using measurements. Innovators regularly seek others' feedback to ensure that their own understanding of reality is indeed the truth, which results in optimal outcomes.

Do you share the traits of successful innovators? These five tenets are innate in some innovators, and they may have been developed over time in others, but they are all required for successful and progressive innovation.



# **ONSORSHIP FORM**

# 7<sup>th</sup> Annual CLCA **Channel Islands Chapter**

# Deep Sea Fishing Trip

Dedicated to the Memory of **BRANDON BOGEAUS** 

# Friday, September 17, 2021

5 a.m. to 4 p.m. at Channel Islands Sportfishing 4151 Victoria Ave., Oxnard, CA

> All 30 fishing slots have been reserved! **WE ARE SOLD OUT!**

But, we still have plenty of room for additional sponsors, who will receive recognition for their business through the end of the year! So, get your Sponsorship in right away!

### Thanks to Our Sponsors so far.

# **Sponsorship Opportunities!**

**Admiral Sponsor (\$500)** 

SK Landscape Design - Steven Kinzler

Sea Captain Sponsor (\$400)

SiteOne Landscape Supply - Evan Moffitt

### Commander Sponsor (\$325)

Landscape Warehouse, José Robles Includes \$25 Galley Credit (if fishing) Additional Sponsorships at this level still available

### Fishing Mate (\$250)

Same Sponsorship as in previous years, Several Open

NOTE: Sponsorship does not include Fishing (\$125 per person)

### **Sponsorship Benefits:**

**Event Sponsors will be showcased EACH MONTH** through the end of the year More and more Sponsors will be promoted as new Sponsors are added. This fantastic promotional opportunity for your company is at no extra cost! This includes names and logos in our Fishing Flyer and Application, plus newsletter and social media write-ups about your products, services, and activities. Each Sponsor will also be personally thanked at chapter events throughout the year, as well as on-board recognition at some time during fishing day.

Your logo could be n	ext!
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Send completed form and check (made payable to California Landscape Contractors Association – Please write "Channel Islands Fishing Trip" in the Memo line) to: John R. Hernandez, CLCA Channel Islands Chapter Treasurer 18466 Dragonera Drive, Rowland Heights, CA 91748. For more information: (626) 715-1757

# Nor Cal Landscape & Nursery Show Announces Hotel Booking Now Available

The Hyatt Regency SF Airport is the host hotel for the 2022 Nor Cal Landscape & Nursery Show. The property is located at 1333 Bayshore Hwy., Burlingame, CA 94010.

The Nor Cal show has negotiated a \$185 rate for a standard king room and a standard queen room. It also includes FREE parking with in and out privileges (regularly \$36 per night), FREE WIFI and if needed a FREE shuttle to San Francisco International airport every 30 minutes.

The cut-off date for registering is January 10, 2022.

The cut-off date for registering is January 10, 2022. Reservations can be made by calling Central Reservation (800) 421-1442 or visiting www.norcaltradeshow.org and click on the Information button.

Don't miss out on this great deal! See you in February! The Show date is Thursday, February 3rd! For more information about

the show you can visit the website www.norcaltradeshow.org or contact Margo Cheuvront, show manager, at margoc@frontiernet. net or 530-458-3190.





### Legislative Report From an article by Megan Rios, CLCA State President-Elect, Past State Director Legislation

### **New Priority Bill Issues**

SB 410 (Leyva-D): Occupational safety and health: regulations

Exempts any occupational safety and health standard and order (CalOSHA regulations) from the standardized regulatory impact analysis (SRIA) required for major regulations by the Administrative Procedure Act (APA). The SRIA process was created by the Legislature and was passed by vast majorities in both houses with the goal of ensuring that new regulations of a sufficiently large size (economic impact exceeding \$50 million) should be thoroughly analyzed. It requires that the Department of Finance (DOF) should review the estimated economic impact to confirm the methodology used in these estimates were suitable. As a result of the SRIA process, improved economic analysis has been available to members of the public and policy makers over the past decade.

This bill is a huge step backward for transparency and common fiscal sense.

### Recommendation: Oppose 2

AB 223 (Ward - D): Wildlife: dudleya: taking and possession

This legislation was recommended to be considered for support by CLCA Legislative Committee member Peter Dufau. The bill currently sits in the Senate Appropriations "suspense" file.

The purpose of this AB 223 is to make it a misdemeanor to uproot, harvest or cut dudleya from state or local government property or from private property without permission and to sell, export, purchase dudleya that was taken illegally. Dudleya is a perennial California native succulent that has about 68 subspecies. As the popularity of succulents grow internationally, cases of illegal poaching of the state's native dudleya have risen alarmingly. The price of dudleya taken from natural areas of the state to as much as \$1,000 per plant making them an attractive target of poachers.

Under existing law, a person can already be prosecuted for the taking of dudleya, depending on the circumstances and the specific species taken. It is unclear whether it will be any easier to catch and prosecute poachers under AB 223 if enacted.

Recommendation: CLCA Legislative Committee have a discussion on the pros and cons of weighing in on this measure.

Labor Coalition Letter - Cal-OSHA COVID-19 Paid Sick Leave Extension

Governor Newsom signed SB 95 in March, granting two weeks of emergency paid sick leave for COVID-19 to workers with employers who have 26 or more employees through September 30, 2021. A broad coalition of labor groups have recently written the Governor and legislative leadership asking for immediate action to extend this paid sick leave. Does CLCA want to weigh in?

### Bills on the Governor's Desk if Recall is Successful -What Happens?

September 10th is the last day for the Legislature to pass any bills to the Governor this year. The Governor has until Midnight on Sunday October 10th to sign or veto any legislation on his desk.

What happens if he is recalled?

County election officials have 30 days after the recall election to complete the official canvas. On the 38th day after the election, or Friday October 22, if the recall has been successful the Secretary of State will certify the election results and the new governor will take the oath of office and assume the position for the remainder of the term which goes through January 2, 2023. Accordingly, regardless of whether Governor Newsom is recalled or not, he will be the Governor signing or vetoing ALL bills that make it to his desk at the end of session.

### Legislation annd the Drought

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.



**MATTESON** Sparking Success

# How to Get the Most from Live Industry Gatherings

From an article by Mark Matteson, Sparking Success

om Watson, Sr., the founder of IBM in the teeth of the Depression, made three very clever decisions when everyone else was complaining and laying off their best people:

He hired the best salespeople from his competitors when the economy was the worst in U.S. history. He doubled his training budget, stressed basic sales skills encouraging his people to THINK. And, he

encouraged his people to DOUBLE their sales activity.

The result? He actually grew during the next few years. When the Depression ended (they always do!), he was positioned to gain the lion's share of his market. In short, he took the contrarian's approach, a counter-intuitive move that made him both rich and famous for the next 40 years. You can too.

### Here are 12 great ideas to maximize your training ROI:

1. Take good notes in a journal. (It's not what is said, but what you hear that matters). Capture great quotes and ideas in your journal.

In our pursuit of

- 2. Invest in the speaker's products (books, audible.com).
- 3. Make a list of action items to take and commit to doing them upon your return. It's about execution and consistency.
- 4. If you send more than one person from your company, upon your return, brainstorm and list all the ideas on a big white board with your team and prioritize the list. Commit to applying one idea a month for six months. It's about execution and consistency.
- 5. Borrow powerful process and principles from mentors. Stay in touch. Keep them posted. Thank them in a unique way (gift card, thank you note, book).
- **6. Ask lots of questions** like "What are the three things you have done to grow your company?"
- 7. Hand out your business cards to ten people you do not know.
- 8. Proactively find mentors and stay in touch, reach out and ask for their advice. A mentor is someone who has done what you want to do and been where you want to go.
- 9. Make some time to really think about what you learned, who you met and what you are willing to change.
- 10. Teach what you learned to someone else. It's called Dual Plane Learning. You will get 10x more from the experience if you commit to doing that after the gathering.
- 11. Commit to double your training budget both corporately and personally...like Tom Watson.
- 12. Read a book in alignment with your #1 Goal every day for 90 days until it becomes a habit. I read 50 pages a day, every day. Pick a number and stick with it.

### Here are some excellent business helps from my 2012 trip to Australia with Service Nation:

"Since 1946, there have been 11 recessions, one every seven years. Get over it (and get to work!)" - Gene Burch, Former Plumber 40 years, Consultant

Continued on page 11





### How to Get the Most from Live Industry **Gatherings,** continued from page 10

A pioneer plumber, Allan Ferguson doubled his business in size every year for the last seven years. I asked him what the three things are that he did.

"We got great at marketing and selling. We priced what we were worth. Don't be shy to ask for the money. We borrowed boldly from the best. We keep learning."

"Frugal doesn't mean cheap. Focus on increasing and improving the service/quality experience for the customer. Deliver value to the customer. Stop the race to the bottom. There is no shortage of good people, rather a shortage of good owners." - Kenny Chapman, Author, Speaker

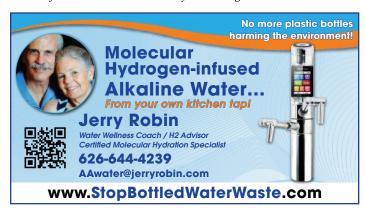
"Align your logo, name and slogan to build your brand recognition." - Matt Michel, CEO, Speaker, Author

If you do any or all of these things, when the tide from this pandemic finally comes all the way back in, all the boats in your harbor will rise.

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.



FISHING TRIP SPONSOR rep Norm Lopez of Southland Sod stopped by the Editor's house with his sponsorship payment and to check on the condition of his sod we installed late last year. We're good on both issues.









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JP Horizons

### Quantifying Your Time From an article by Jim Paluch, JP Horizons

### Quantifying Leads

Let's face it. No matter how good we are at selling, we all have a limited amount of time each day to produce results. It is our ability to utilize the limited time that we do have to take a lead or a prospect and cultivate that connection into a trusting business relationship that will ultimately become validated as a sale. And so, finding the best prospect for you

and your company becomes vital as you determine where you will budget your time and focus your energy.

When we look at qualifying leads or quantifying our time, it doesn't necessarily mean that we don't want to do business with particular people or companies. In fact, one of the most difficult disciplines is to actually walk away from potential business or an exciting opportunity. We want to do it all, be the solution to everyone's needs, grab every opportunity. The successful, mature sales professional, however, knows that this is simply not possible and companies with a proven track record for continued growth and exceptional service generally come to the conclusion that they need to find a niche market and cater to it.

When we identify who our customers really are and what we really want to sell them, then we can align our sales and production efforts in the direction of our compelling vision and succeed from there. Reaching the point where we can just say no to opportunities that are less productive and profitable than others frees us to

put concentrated quality time into those that are. Giving "unqualified" prospects options to go someplace else where their needs might even be better met is liberating to both of you.

If your company mission statement is the common denominator in every decision that is made, it becomes a natural choice to quantify your time and qualify each effort that fills it.

### **Quantifying Other Business Aspects**

- Is this the best use of my time at this moment?
- How do I leverage my time for a long-range relationship with this
- Am I using my calendar to best organize and prioritize my time?
- Is the time invested in this client moving me and the company toward our mission?
- Can someone help me here?
- Is this the best step for our long-term relationship?
- Am I respecting others' needs as well as my own?

Whatever our role is, we all have to be selective and creative in how we focus our energy and how we invest our time. Remember, Life is a Sales Situation and only you will know what time choices are best to develop the results and relationships you are looking

"Stop selling; start helping." – Zig Ziglar

Continued on page 12









### Quantifying Your Time, from Page 12

"Lost, yesterday, somewhere between sunrise and sunset, two golden hours, each set with sixty diamond minutes. No reward is offered, for they are gone forever." - Horace Mann

"Try not to become a man of success but rather try to become a man of value." - Albert Einstein

"Trust thyself: every heart vibrates to that iron string." - Ralph Waldo Emerson

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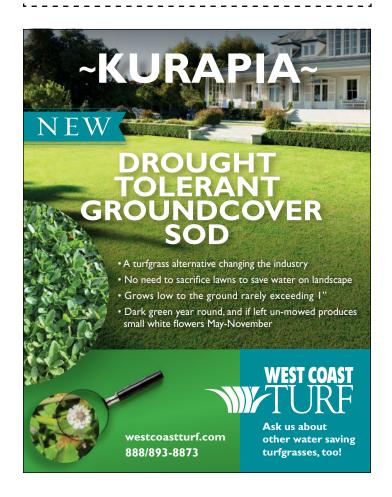
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opportunities to be - the "best of the best" in the actions we undertake in our life's journey.

individual potentials and use their skills, talents, and abilities to enhance our world. I propose to "ride the crest" of the greater yet to be.



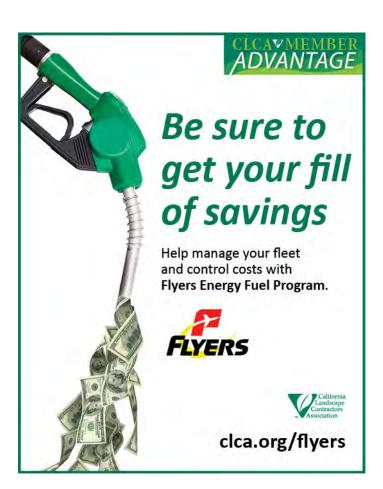
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Lastly, I thank you for allowing me another We all are - or have the lesson of seeing the greatness within you all. God bless you. You are the authority in your world. - Dave

> Work at fulfilling your personal objective. - Anon The little becomes the great, for beauty is within it. - Barker

Within each of us there is an awareness of a Presence that greets us by means of our thinking. Yes, friends - thinking objectifies! Our joy and happiness and love are ours through our thinking. There is a creative mind principle that flows by means of us to the physical aspects of life.

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