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THE 2023 - ANAHEIM  
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SEPTEMBER 20<sup>TH</sup> & 21<sup>ST</sup>

CLCA SFV Auxiliary  
EDUCATIONAL  
SCHOLARSHIP  
AUCTION



OCTOBER 19, 2023

RSVP to Auxiliary President  
Cindy Strauss at (818) 620-3540

See page 4 for details

*COVER PHOTO: A view from one of the holes at DeBell Golf Club, site of the SFV September 26 Golf Tournament.*



*GOLF TOURNEY VIPS – Working hard to make the SFV September 26 Golf Tournament at DeBell Golf Club in Burbank a success are Golf Chair Bradley Herzog of Milwaukee Tools, SFV President Francisco Salazar, and SFV Treasurer / Past State President Mickey Strauss.*

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San Fernando Valley Chapter  
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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*

- Sept 15 Channel Islands & Friends Fishing Trip, Hook's Sportfishing, Oxnard 5 a.m.
- 20-21 Landscape Expo, Anaheim Convention Center
- 26 SFV Regional Golf Tournament, DeBell Golf Club, Burbank, 9 a.m. shotgun start, \$150 per person.
- Oct 19 Auxiliary Scholarship Auction, Szechuan Garden, Tarzana 6:30 p.m.
- Nov 8-11 CLCA Convention, Hyatt Regency Hotel and Spa, Monterey, CA.
- Dec Holiday Party TBD



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**SEPTEMBER WEBINARS — 9/26 & 9/28**



**Pay Scale & Pay Data**  
September 28 | Noon-1 p.m.  
\$25 member/\$50 non-member

Now more than ever, California employers should pay attention to pay equity, transparency and the new pay scale disclosure and record retention requirements for 2023.

Join the experts at the California Employers Association — the voice of CLCA's HR Hotline member benefit — for a comprehensive overview of California's pay transparency laws.

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- California's Equal Pay Act
- Salary history restrictions in hiring
- Pay scale disclosure requirements
- Best practices in California

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**Getting Paid — Protecting and Pursuing Your Construction Claim Rights**  
September 26 | 1-2 p.m.  
\$25 member/\$50 non-member

Join William L. Porter, CLCA's Attorney on Retainer, and learn steps you can take to get paid efficiently and quickly.

We'll show you how to protect and pursue your construction claim rights — from the preliminary notices and releases to mechanics liens, stop payment notices, payment bond claims and more.

**Register here for either or both events:**  
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**FRANCISCO SALAZAR**  
SFV Chapter  
President  
Groundcare  
Landscape Co.

## Swing Away

**H**ello fellow San Fernando Valley CLCA members. September is finally here and with it is one of the biggest events we planned for our members. Our SFV Regional Golf Tournament, set for September 26 at DeBell Golf Club in Burbank, is a great opportunity to swing at some golf balls, interact with other landscapers, and meet our

generous Sponsors at the same time. If you have not signed up yet, please do so as soon as possible. Come and make a day of it...the tourney promises to be another fantastic event. We will be presenting awards at the end of the golf day, as is customary, so don't miss out.

We are nearing the end of the year, but the events are not over. Do not forget we have our yearly Scholarship Auction event organized by our Auxiliary President Cindy Strauss. Taking place October 19 at Szechuwan Garden in Tarzana, this event is always full of surprises, loads of fun, and all for a very worthy cause. Bring your wallets and a gift to be auctioned off. (See below for details.)

Rounding out the year will be our CLCA Convention November 8-11 in Monterey, and our Chapter Holiday Party in December.

We have begun preparing for next year and are looking for volunteers to help make our programs and events successful. So, if you would like

to join our board or become a member of one of our committees, please contact us right away to discuss how you can help. **FORE!**

– Francisco

**If you have not signed up yet, please do so as soon as possible. Come and make a day of it... the tourney promises to be another fantastic event.**

# Reach Your Target Market – Advertise with Us! Call John Hernandez at (626) 715-1757

## SAVE THE DATE!

### CLCA SFV Auxiliary EDUCATIONAL SCHOLARSHIP AUCTION

**DATE: OCTOBER 19, 2023**

**Time:** 6:30 p.m.

**Location:** Szechuwan Garden  
18900 Ventura Blvd.  
Tarzana, CA 91356  
(818) 881-8050  
szechuwangardenonline.com

**Cost:** \$30.00 per person with reservation  
\$35.00 per person at the door

**Auctioneer:** Steven Kinzler

**Bring a WRAPPED GIFT \$20+ Value** to auction off for the LEAF Scholarship Fundraiser.

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## 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...

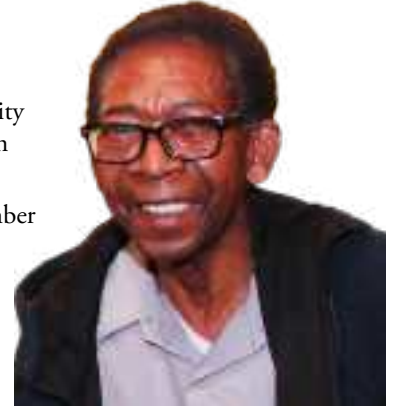
Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President 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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## Watering Trees in Turf Creates a Water Management Opportunity

By Richard Restuccia, Jain Irrigation by Rivulis

Properly watering trees in turf will make the difference between the success or failure of one of the biggest investments in your landscape. Trees are expensive to buy, and expensive to plant. If a mature tree dies on your property, it will take years to replace the aesthetic value. Turf is typically watered with spray heads not designed to provide deep watering. Trees require deep watering. Watering your trees planted in turf areas requires out of the box thinking for your irrigation system, but the results will reflect positively on your landscape's most valuable asset.

**Create a separate watering zone** – Your trees need to be on a separate valve from your turf. In general, trees should be watered enough to penetrate the soil to a depth of at least 18 inches. Very few of the properties I visit have trees on a separate zone from their turf. If you don't have separate zones, this means you are probably going to have to dig a few ditches to lay an additional irrigation pipe.

Considering the length of time you hope to have the tree, a little bit of digging will pay off as a sound investment in your landscape. This will enable you to water your trees less frequently and much deeper. This improves plant health and water conservation. If you have several trees or an orchard here is a link that shows you how to install emitter tubing. Installing this at my home I would make this installation subsurface.

**Deep watering is key** – One of your main goals for tree watering is to encourage the tree roots to grow deep. This will help your tree to become more drought tolerant. You need to water your trees less than you water your turf, but the time of watering will be longer. The longer watering will push water down deep into the soil and the tree roots should follow.

**Too much water kills** – When you overwater, the water takes the place of oxygen in the soil and your trees end up drowning. Make sure your soil drains properly and consider purchasing a soil moisture probe so you can see how well the water is penetrating the

soil. These are relatively inexpensive tools that are easy to use and provide great information about how much water is in your soil.

**Make a well around the tree** – The first year of watering for a tree can impact the growth of the tree for life. Because the root ball is small when trees are first planted, they need more water around their base. When you first plant a tree it's critical you water the root ball completely. If you make a well around the tree you automatically divert water to the root ball.

**Move the water away from the trunk** – Think about how your tree receives water naturally. Water hits the tree canopy and runs off and drips down on to the soil. How can you reproduce that effect? Try moving drip irrigation away from the trunk as your tree gets bigger. This will encourage wide and deep root



growth which is essential for tree health.

Often trees are the most valuable part of our landscapes. According to the USDA Forest Service, healthy mature trees add an average of 10 percent to a property's value. Having to replace a tree is costly and it often takes years to replace the full value. Paying attention to the specific water needs of trees can pay healthy returns to a property.

These are just five tips to improve water management and water conservation on your property for trees. I'm sure many of our readers have more. Let me know your thoughts. If you enjoyed the post please consider subscribing to the blog or following me on twitter at @H2oTrends.



Join us for a fun-filled day on the links at DeBell Golf Club in Burbank!

**REGISTER TODAY!**

# GOLF TOURNAMENT

**SEPTEMBER 26, 2023**

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## Fall Webinars Announced by CLCA – CONNECT. LEARN. GROW.

Looking to grow your business? Learn with CLCA and gain the information you need to connect with success.

### Getting Paid: Protecting and Pursuing Your Construction Claim Rights

1-2 p.m., September 26

\$25 member / \$50 non-member

Join William L. Porter – the voice of CLCA’s Attorney on Retainer member benefit – and learn steps you can take to get paid efficiently and quickly. We’ll show you how to protect and pursue your construction claim rights: From the preliminary notices and releases to mechanics liens, stop payment notices, payment bond claims and more.

### Pay Scale & Pay Data

Noon - 1 p.m., September 28

\$25 member / \$50 non-member

Now more than ever, California employers should pay attention to pay equity, transparency, and the new pay scale disclosure and record retention requirements for 2023. Join the experts at the California Employers Association – the voice of CLCA’s HR Hotline member benefit – for a comprehensive overview of California’s pay transparency laws.

### Employee Handbooks

1-2 p.m., October 3

\$25 member / \$50 non-member

An employee handbook is one of the most important communication tools between your company and your employees. Join the experts at the California Employers Association – the voice of CLCA’s HR Hotline member benefit – for a comprehensive overview of what you need to know about this important topic.

### Time Management: The SMART Goals Way

3-4 p.m., October 10

\$25 member / \$50 non-member

Poorly managed time silently drains away money and energy we need to run our businesses and our lives better. Learn how to effectively manage – and not waste – time.

For details and registration:

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## Finding Your Ten Talent Area

In his book *Calling of the Kingdom*, my friend (and your Editor) John Hernandez has a section dedicated to helping you find your Ten Talent Area (ten being best) that is a key in the pursuit of your calling...your reason for being here. This is a talent that you have had all your life, and one that you are most likely underutilizing – especially in business. You probably don't realize you have this talent because it has become second nature to you. You may not see it, but others do; it is God-given, and you are very, very good at it.

Once you discover your Ten Talent Area, you can begin easing yourself out of positions in your business where you're not the greatest – and put someone there who is. This will free you to apply your “10” to areas where you can be more productive, bringing new success to your business, and as you help others. And the task you left to someone else is now doing better as well. Definitely, it's a win-win!

Invariably, when someone is asked what their Ten Talent Area is, they will say something like, communicating, or helping, or managing, or singing, or writing, or being a friend to others. These are usually related to what they do at work or in church, or as a hobby. Although they have admirable qualities, these abilities and actions are usually what people like to do, or have been trained to do, or learned to use in their industry. But upon further investigation we discover that what they think is their Ten Talent Area is not it at all.

Your Ten Talent Area is that special God-given ability designed to help you – and others through you. Once identified and applied as intended, you will be able to confidently use your “10” to the degree of excellence few can match. There may be some that are as good in the general talent area where you shine, but in your *specific* Ten Talent Area, you're Michael Jordan. No reason to get a big head, it's a gift, remember.

Here are some tips John lists that give you some helpful hints in your quest to determine what your “10” is, and why this knowledge is important.

- Your Ten Talent Area is not what you have been trained to do. It can get better through use, but it just comes naturally.
- You have been able to do this all your life. It is second nature to you.
- You use some form of this in overcoming challenges at work, home, or school.
- You even used this as a youth to get out of trouble with your parents or teachers.
- It is definitely a strong point in your interaction with others, in business and personal life.
- You may not realize you even have this talent...but others do. Asking them may at least get you in the ballpark of possible talents where your “10” is.
- Your Ten Talent Area may not seem practical (at least on the surface), but once identified, you'll begin to see the many ways it helps

## What is your Ten Talent Area?

you now, and how it can help you in the future.

John helped me to discover that my Ten Talent Area is being able to see something completed while it is still an idea. This allows me to view an empty building I am considering for a Landscape Warehouse store, and visualize

it completely built out and fully operational already...then work like heck to turn that vision into a reality. The same holds true when developing a staff for each location, taking care to put new staff members in areas of the business where their Ten Talents will shine. Obviously, that same talent continues to be

helpful in many other areas of life as well.

So, what is your Ten Talent Area? It may take some soul-searching and refining, but eventually you will find it. Once you do, give it space to thrive. Then see all the useful ways it can be applied in your business and elsewhere. Some of them may be life changing. – José



**JOSÉ ROBLES**

*Owner  
Landscape Warehouse*

*A message from Chuck Carr,  
past SFV and State CLCA President*

### Meeting Business Needs

We are more than halfway through 2023. How is your business doing so far?

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Please contact me to schedule a brief, no obligation appointment so that I can learn about your business needs to determine if Heartland is the right resource for you. My contact information is listed below.

Thank you.

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### Deep Sea Fishing Trip Friday, September 15, 2023 5 a.m. to 4 p.m.

#### Same Boat, Same Sportfishing Landing, Even More Big Fun!

Join us on Friday, September 15 on the 65-ft. Coroloma Sportfishing vessel for a full day of fishing in the waters around the beautiful Channel Islands. The Coroloma is based out of Hook's Landing, same as last year, in the same general area as our previous fishing trips, but on the other side of the harbor.

Fill out the names of the anglers in your party on the form below if that has been decided. If not, call John Hernandez at (626) 715-1757 and reserve your spots.

**Fishing spots are sold out, but are only fully secured when payment is received along with the form below.**

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No. of Angler(s) @ \$125 \_\_\_\_\_ \$ \_\_\_\_\_

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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



## Four Ways to Move Past the Toughest Part of Any Goal – Getting Started

From an article by Andy Bailey, Petra Coach is allBusiness

I've always said that work is a lot like going to the gym. As a leader you've got to keep your staff motivated, make sure they're showing up physically and mentally, and help them transform into "rock star employees."

Well, that got me thinking a little bit more about the gym – specifically, getting to the gym. Summer is upon us and I know a lot of folks are wishing they'd stuck to that resolution they made in January to work out five times a week so they could show off their hard-earned results at the beach.

At the start of the year, you might have been ready to take on the world, and you probably made a whole list of personal and business goals to finish by the end of the quarter. But then procrastination took over and your plans got put off another month, or worse, indefinitely. You got stuck on the most difficult part: the start.

I take my health very seriously, so I feel your pain. Getting to the gym regularly is a conscious goal for me, but like you, some days life gets in the way of my best laid plans. On other days, I get to the gym, and once I'm there, I have incredibly successful workouts. I use my time wisely, exert just the energy I need to maximize my time, and I get the results that I want. Of course, that's only when I manage to make it through the front door.

Here are four ways to move past the toughest part of any goal: the start.

**You be the driver.** Put yourself in charge of your own calendar and don't let your schedule drive you. Block out your time on your calendar and protect it. You'll be accountable to anyone who looks at your calendar, especially if the goal you're working towards is work related.

**Make your goal priority one. Mornings can often become a rush and blur.** To bring things into focus, choose no more than three (one would be best) goals to accomplish at the very start of your day. Stay focused on one priority at a time and work on it until you're finished. If you don't, that top priority might move into last place.



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**Keep interruptions to a minimum. You know your top priority.** You've got your schedule for the morning. Now, turn off your cell phone, step away from your email, and close the door. Constant or even intermittent distractions can get you off track and sabotage your tasks and goals. Always protect your time and space.

**There's never a "perfect time" to start doing something – especially when it comes to working towards our biggest goals and dreams. Just get started.**

**Do it. Start. Make it simple.** Your first step is the toughest to make, and it can be easy to let your goals intimidate you but keep at it – even if your goal feels too big. In fact, start with the big things. We often think we should knock out several small tasks so we can get to our big priority, but that's not usually the way it works. Start on the big things and you might be surprised how far you get.

There's never a "perfect time" to start doing something – especially when it comes to working towards our biggest goals and dreams. Just get started. Once you do, you'll find you have the momentum to cross all sorts of big-ticket items off your list and start thinking even bigger.

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## Thriving Gardens, Less Water: Sustainable Tips for Water-Efficient Landscape

By Richard Restuccia, *Jain Irrigation by Rivulis*

**B**eyond the foundational aspects of drip irrigation and smart controllers, I often write about a world of water-saving techniques to explore. By incorporating these additional strategies, you can create a resilient and efficient landscape that conserves water while fostering healthy plant growth.

**Enhance Your Soil** – One of the fundamental pillars of water-efficient gardening is improving soil quality. Amending your soil with organic matter, such as compost, helps retain moisture and enhances its water-holding ability. Well-structured soil reduces runoff and ensures that water reaches plant roots effectively, minimizing waste and promoting plant health.

**Optimize Plant Spacing** – Careful plant placement is vital in water conservation. Avoid overcrowding your plants, as this can lead to competition for water resources. Adequate spacing allows each plant to access the water it needs without excessive competition, resulting in healthier growth and reduced water consumption.

**Wind Breaks and Microclimates** – Creating windbreaks, such as hedges or fences, helps shield your garden from strong winds that can accelerate water evaporation. These windbreaks protect your plants and create microclimates that retain moisture. By strategically positioning plants based on their water needs and sun exposure, you can optimize water utilization and promote a more balanced ecosystem within your garden.

**Mulching Magic** – Mulching is a game-changer regarding water conservation. Applying a layer of organic mulch, such as wood chips or straw, around your plants helps retain soil moisture, suppress

weeds, and regulate soil temperature. Mulch acts as a natural barrier, reducing water evaporation and minimizing the need for frequent watering. Or what about using compost as mulch?

**Choose Native and Adaptive Plants** – Selecting native or adaptive plant species for your garden is a smart water-saving strategy. These plants naturally acclimate to your region's climate and require less water to flourish. By embracing native flora, you're conserving water and supporting local biodiversity.

**Regular Maintenance** – Consistent garden upkeep, such as removing weeds and dead foliage, improves water efficiency. Weeds compete for water resources, so tidying your garden ensures water is directed toward your desired plants. Pruning and maintaining healthy plants also result in optimal water use.

**Group Plants by Water Needs** – Categorize your plants based on their water requirements and group them together accordingly. This allows you to tailor your irrigation practices to meet the specific needs of each plant grouping, avoiding overwatering or underwatering.

Incorporating these strategies into your gardening routine promotes water conservation and empowers you to create a sustainable landscape that thrives even in challenging conditions. By taking these extra steps, you're setting the foundation for a garden that's not only visually appealing but also environmentally responsible. Remember, as you nurture your garden, you also encourage a deeper connection to the natural world and contribute to a more water-efficient future.

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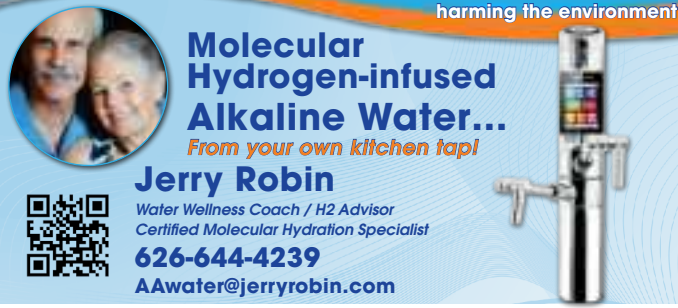


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## Eight Ways to Keep Your Business Running Smoothly While You're on Vacation *From an article by the Young Entrepreneur Council*

Taking time away from the office is crucial not only for reducing stress, but also to gain new perspectives about your business. But a trip to the mountains or the beach won't reduce your stress if you spend the entire time worrying about not having a company worth mentioning when you get back. Here are eight suggestions from the Young Entrepreneur Council to keep your company running smoothly while you are on a well-deserved vacation.

### 1. Work ahead before leaving

Get as much stuff done as you can ahead of time. When you lighten the workload for your subordinates – possibly not having them to do any extra work at all – you'll be that much more likely to have a stress-free and enjoyable vacation. – Andrew Schrage, Money Crashers Personal Finance

### 2. Have a team you can trust

If you want to leave your business for a few days and have it run perfectly without you there, then it starts with the people you hire. You have to hire credible people who you can trust to do their jobs and prioritize the company and its customers at all times. – Zev Herman, Superior Lighting



### 3. Work sporadically to stay tuned in

I found my sweet spot is working for two hours every two days while on vacation. I spend a couple hours making sure everything is running well in the morning, so I can take the next day and a half off. It's relaxing. —Krish Chopra, Nurse Practitioner Clinical Rotations

### 4. Keep a great library of documented workflows

Create a wiki, Google Doc or WordPress site that allows you and employees to document how things get done. Ideally, someone is in charge of managing and cleaning up this content and making sure it stays up-to-date. – Andrew Saladino, Kitchen Cabinet Kings

### 5. Use the vacation as a chance to help your senior team members grow

Vacations are an excellent opportunity to give senior team members a chance to step up and take a turn at the helm. Make a trusted member of staff responsible for overseeing operations while you're away. – Justin Blanchard, ServerMania Inc.

*Continued on page 14*



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**Vacation** from page 13

**6. Create an “emergency only” email address**

While it’s nice to fully unplug while on vacation, you have to make yourself available in the event an emergency arises. Create a separate “emergency only” email address (and disable all others), and only reply to those emails on vacation. – Jonathan Long, Sexy Smile Kit

**7. Use push notifications**

There are a few critical times that you know you will want an immediate notification (e.g., site downtime). Set up some type of push notification – such as an automated email or asking a member of your team to message you – for these moments so that you’ll know that everything is fine unless you get this notification. – Roger Lee, Captain401

**8. Don’t be indispensable**

If you’re a single point of failure for your business, you have bigger problems than not being able to relax on your vacation. I hire, train, and organize my team so that no individual – including myself – is completely indispensable. When I’m on vacation, “I’ll check in now and then, but I trust my team to do the right thing. – Vik Patel, Future Hosting



## A Unique Connection

You and I are unique beings, sculpted by the Divine to express love, intelligence, and creativity, as we each of us fill our position in God's plan for humanity. Although shaped by the same hands, each and every one of us is an unrepeatable, divine original with the opportunity to share our calling and His love with the world around us. This is how goodness is replicated, through unique individuals interacting with one another and guided by the Spirit within.

As the mighty oak is within the acorn, God has placed in each of us minds of creative achievement, and the ability to complete the tasks He has assigned to us...our "calling" if you will. This is just as true as night follows day, and effect follows cause...always. There is one life, that of our Creator. We are in that life, and He is in ours. But we live our life as unique individuals, no two pathways alike. A new pathway on our journey is revealed as we travel forward with positive expectations. You know what to do when you need to do it.

I do believe we all express each day the divine nature within that unfolds as a positive result of unlimited goodness. It's His goodness...we get to share it with others...at home and at work. I have found that those who have worked in and around the creative nature of trees, plants, fauna, design, and maintenance exhibit cre-

ativity in abundance. Greater prosperity, happiness, and love emanate in all areas of our lives, for which we are truly blessed.

Everyone is aligned and connected to the Presence of our Creator, and to one another through Him. The natural and inevitable expansion of life always shows us the way to our next becoming. How? Why? Love is the answer. Love does, always and in all ways. – *Namaste, Dave*



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