NEW DATE!
SFV & CI CHAPTERS INSTALLATION DINNER
Thursday, January 26
• Radisson-Chatsworth, 6:30 p.m.
• Call SFV Chapter Office at (818) 772-7233 to RSVP
• See page 3 for details

CLCA Leadership Day
• Tuesday, January 31
• Ontario Convention Center

CLCA NOR CAL LANDSCAPE AND NURSERY SHOW
Thursday, February 16
• See story on page 10

HOLIDAY LUNCHEON LAUGHS – SFV President Steven Kinzler opens the White Elephant gift he picked at the December 9 San Fernando Valley and Channel Islands Chapters’ Holiday Luncheon, to the delight of CI’s Claudio Sandoval, Jr., and Past CI Presidents Julio Gomez and Sarah Corbin. The fun-filled event was held at The Tower Club in Oxnard. (More Holiday Luncheon photos on page 7.)
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STATE AND LOCAL EVENTS
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Subject to Change – Check with Chapter Office First

Jan.  26  SFV Chapter Installation Dinner, 6:30 p.m.
       Radisson-Chatsworth NEW DATE!
31  CLCA Leadership Day
       Ontario Convention Center

Feb.  1–2  Landscape Industry Show
          Ontario Convention Center
9  Board Meeting, Golden Oak Office 6:30 p.m.

Mar.  2  Board Meeting, 7:30 a.m., location TBD
23  Educational Event, Ewing-Chatsworth
28–29  Legislative Conference, Sacramento

Board Meetings are held the 1st Thursday; Dinner Meetings are
4th Thursday of the month at 6:30 pm, unless otherwise noted.

INSTALLATION DATE CHANGE!!!
SFV & CI Installation Dinner Meeting Now Set for Jan. 26 at
Radisson-Chatsworth

The date for the joint San Fernando Valley Chapter and Channel
Islands Chapter Installation Dinner Meeting, HAS BEEN
CHANGED TO THURSDAY, JANUARY 26. The reason for
the change is to give more people a chance to plan to attend and
to RSVP after a very busy Holiday Season.

Installation evening at the Radisson Hotel in Chatsworth will
begin at 6:30 p.m., and will be shared by both the San Fernando
Valley Chapter and the Channel Islands Chapter. The two
chapters shared a very successful December 9 Holiday Party at
The Tower Club in Oxnard, so the Installation will be held in the
San Fernando Valley. The Radisson-Chatsworth is located at 9777
Topanga Canyon Blvd., Chatsworth, CA 91311; (818) 709-7054.

The Radisson offers good food and a nice ambiance, and has been
the site of previous very successful Installation Dinners for the SFV
Chapter in the past. The outgoing boards for both chapters will be
congratulated for their hard work throughout the year. Then the
new boards will be installed for each chapter, with Steven Kinzler
once again serving as SFV President, while Dan Dvorak will be
installed as Channel Islands President.

This unique event will be filled with food, fun and merriment…
with hopes that you and your significant other will be joining us
that evening. Cost is $50 per person.

Call the SFV Chapter Office at (818) 772-7233 for details and to
RSVP. Don’t miss this spectacular kickoff of each chapter’s 2017
CLCA year.
Happy New Year. Hope everybody had a healthy and fun Holiday Season. Now that January is upon us it is time to hit the ground running. Please check your calendars and make time to come to this year’s Installation of Officers Event on January 26 at the Radisson Hotel in Chatsworth. THIS IS A NEW DATE! The Channel Islands Chapter will be joining us with their Installation as well, so this is going to be a very special event indeed. (See story on page 3 for details.)

This year we are going to have education and business seminars mixed in with fun, networking events...like fishing trips, bowling nights, and mystery bus trips. This is not your same ol’ Chapter either. We are not afraid to drop or modify an activity or program that may have served the Chapter’s purposes well at one time, but no longer is drawing the interest from our membership.

Our plan is to grow our businesses and our network contacts this year. We have some great ideas and some sharp people working for you on our Board. But we would definitely welcome some new faces and new ideas to round out what looks to be another outstanding SFV Chapter year. So, please email or call me directly for any events or programs you are interested in seeing for this upcoming year. We are also looking for people to help out in our committees for special events. There are available spots in the Beautification Awards Program, getting involved in legislation, and other Chapter activities.

We at the San Fernando Valley Chapter are striving to give back to our contractors as much as possible. But the best way to do that is for our contractors to get involved. Simply come to a meeting and see what the networking can do for you and your business. Find out about the newest things going on in our industry and in your community.

Lastly, plan to attend our Landscape Industry Show February 1-2 at the Ontario Convention Center. See the latest and best products and services available in the Green Industry today. Get to know supplier reps on a personal basis and have all your questions answered by the pros who know how to make your business run even better. Also, take advantage of the many valuable seminars available at the LIS. For a free exhibit hall pass, visit clca.org/lis.

Looking forward to seeing you at our next events. – Steven

It’s Time to Hit the Ground Running...And We Have!

President’s Message

STEVEN KINZLER
SFV President
SK Landscape Design

Our plan is to grow our businesses and our network contacts this year.
Newness, a Fresh Beginning, and a Reawakening of Potential

HAPPY NEW YEAR, EVERYONE! Every January we celebrate an event that is inspiring and sets the direction for our San Fernando Valley Chapter for another year. It is the beginning of new ideas and planning as we anticipate the journey we embark on from our officers and directors. We’re talking about our January 26 Installation Dinner, of course, and this year we will be celebrating a double installation event with our neighbors to the north, the Channel Islands Chapter.

We are already aware of the uniqueness and excitement under the leadership of Steven Kinzler that he brings to our Chapter. This is our 58th year as a Chapter of CLCA, with a strong heritage from many members past and present. We will continue to add to that legacy with a fresh vision and commitment from our 2017 Chapter Board.

We have weathered the storm of unprecedented national politics and decrees lacking integrity, honesty, and faithfulness. Not so with our Chapter. Maria and I have experienced top flight friendships and genuine goodness and warmth from so many honorable people while on our journey in life. It’s wonderful and wonder-filled recognizing the specialness of so many friendly folks. We have been blessed and honored. So stating this has given me a “rush of pride” while writing. Thank you all. And, love does… you’ve enriched our lives.

January has always symbolized newness, a fresh beginning, a reawakening of potential, of opportunities and challenges. Today, we all have this going for us, which helps us to rise up to meet any new direction with success.

It’s such a revelation to be in the experience and not just of the experience. New Year’s Day does that to me. Yes, I believe mankind – and womankind – does care and has a personal Creator-God template to follow while on life’s journey. Joy, peace, love, health, contentment and abundance are everywhere present. All this goodness is the Divine expressing Himself in a natural way through us. Perfect possibilities present themselves in an efficient manner to be manifested by us.

We begin anew today with a strong belief and unhindered faith that each in our individual journey is productive and overflowing in the dynamic nature of life. A harmonious synchronicity brings together all requirements for an excellent manifestation. We all move forward in life’s adventure with goodness while on our pathway. – Dave

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CLCA’s Legislation Committee Had a Busy and Effective Year

The Legislation Committee took positions on numerous issues and has given our lobbyist and staff direction to represent the association in the legislative and regulatory arenas. The following is a list of some of the significant legislative issues CLCA’s Legislation Committee considered in 2016:

• SB 661 (Hill): Protection of subsurface installations. This bill enacted the Dig Safe Act of 2016 to modify laws governing excavations near subsurface installations. It requires an excavator to contact a regional notification center prior to excavation and requires an excavator to delineate the area to be excavated before notifying the regional center. It prohibits an excavator who damages a subsurface installation due to an inaccurate field mark by an operator from being liable for damages. It establishes the California Underground Facilities Safe Excavation Advisory Board within the Office of the State Fire Marshall to investigate violations of the state’s excavation and subsurface installation laws, coordinate education and outreach, and develop standards. Also, the bill keeps the current law’s exemption intact which states that the requirement to call a regional notification center do not apply to the owner of real property that contracts for an excavation project which does not require a permit. Although CLCA took a neutral position on this bill, CLCA monitored the bill closely to make sure any last-minute modifications would not adversely affect landscape contractors. This bill was chaptered on 9/29/2016.

• AB 1793 (Holden): Requires a court to find that a contractor is in substantial compliance with licensure requirements if specific standards are met. CLCA took a support position on this bill. The bill was chaptered on 8/30/2016.

• AB 2486 (Baker): Requires the CSLB to enhance the current contractor search feature on its website to include a search by ZIP code or geographic location. CLCA took a support position on this bill. This bill was chaptered on 9/9/2016.

• AB 2515 (Weber): Requires the Department of Water Resources, on or before January 1, 2020, and every three years thereafter, to either update the model water-efficient landscaping ordinance (“MWELO”) or make a finding that an update to the MWELO at that time is not a useful or effective means to improve either the efficiency of landscape water use or the administration of the ordinance. CLCA took a support position on this bill. This bill was chaptered on 9/24/2016.

• SB 3 (Leno): This bill proposed raising the minimum wage to $15 an hour. The bill was being fast-tracked and set to be heard within a week of the CLCA’s March legislative committee meeting. The committee agreed CLCA’s position was to oppose the bill and that a floor alert be issued. By 9 a.m. on March 31, 80 people had sent e-blast alerts to their State Assembly Members and Senators opposing the bill. Nonetheless, the bill passed both houses, was signed by the governor and chaptered on 4/4/2016.
WINNING SMILES – These three achievers of the Green Industry are enjoying Happy Holidays together with magazine cover smiles. They are Sarah Corbin, Shari Collins and Sandra Gomez.

SOIL SOLUTIONS reps Maria Vila and Robert Sjoquist were first time attendees to the Holiday extravaganza, but made friends quickly and enjoyed it immensely.

INCOMING CI PRESIDENT Dan Dvorak and State Director of Events Beth Burns staff the registration desk at the SFV and CI dual chapter Holiday Luncheon.

GOLDEN OAK’S Nelson Colvin and wife Leslie enjoy the Holiday merriment held in the exclusive Tower Club on the 22nd floor overlooking Oxnard and surrounding cities.

PAST STATE PRESIDENT Mickey Strauss and wife Cindy have hosted their Chapter’s Holiday Party before, so are very happy someone else has to do the cleanup at this one.

GOTHIC LANDSCAPE reps Chuck Carr, Jimmy D’Angelo, and Nelson Rodriguez (right) are welcomed by CI’s Pete Dufau. Chuck is a Past State and SFV President.

2016 CI PRESIDENT Brandon Bogeaus enjoys some pre-luncheon conversation with Past State President Pete Dufau, and with Julio and Sandra Gomez.

WHITE ELEPHANT GIFT won by CLCA Ambassador and Past State President Charles Nunley was the zaniest of all – a Porta-Squatty. Of course, Sir Charles was a good sport about the unusual gift.

FORMER STATE DIRECTOR and Past CI President Shari Collins and hubby Ted Rogoff always seem to be in the Holiday Spirit. So were lots of others at this terrific dual chapter event.

SFV FIRST COUPLE Steven and Debilyn Kinzler enjoy the joy and camaraderie of the Season among long-time friends.

2016 CI PRESIDENT Brandon Bogeaus enjoys some pre-luncheon conversation with Past State President Pete Dufau, and with Julio and Sandra Gomez.

INCOMING CI PRESIDENT Dan Dvorak and State Director of Events Beth Burns staff the registration desk at the SFV and CI dual chapter Holiday Luncheon.
Pricing for Profit in Lawn Maintenance  By Wayne Volz, from an article in GreenIndustryPros.com

This is PART ONE of insights from Wayne Volz, president of Wayne’s Lawn Service in Louisville, KY, a company founded in 1979. Volz is also the president of Profits Unlimited, a seminar and consulting firm that strives to help other lawn service contractors earn the money they deserve.

Are you making a profit? Are you sure? How are you determining what to charge? Are you setting your service fees, or are you letting other factors determine your pricing? Maybe the answer lies in-between all of those questions.

One of the toughest business decisions we make as contractors is how much to charge for the services we offer. For the first nine years of my business, I had no idea why I charged what I charged other than that’s what I thought the market would bear and that’s what my competition was charging. That pricing methodology had me 90k in debt and nearly put me right out of business. As a matter of fact, I thought the only problem I had was that I needed more work.

Looking back at this now, I understand why I was always frustrated working seven days a week and still not making any money. I was not running my own business.

Eight Common, but Flawed Pricing Methods

1. I am small so I can do it cheaper.
2. Guess method – I was making $12 an hour at my “real” job.
3. Competition is charging $x.xx per hour it must be right.
4. Our market will never pay what I want to charge.
5. I ask the client what it will take to get the job.
6. Dartboard method – Throw a dart each day and change pricing based on how bad you need the job.
7. Flinch method – Keep going until the client flinches.
8. I use the Industry Standard, so it must be right.

These are all creative ways to price your jobs, but they are all wrong. Yes, they may play a part in your bidding strategies. But first and most importantly, you must know what your actual costs per hour of operation are for your company. Here is why.

1. Smaller cannot always do it cheaper. The more you utilize a piece of equipment, the less expensive your direct costs per hour of operation become.
2. Guessing at your hourly rate based on what you were making at your real job before you got laid off doesn’t work either. I call that paycheck mentality.
3. Competition must be right. Really? If you could count on your competition to price your jobs, the failure rate for the industry would not be so high.

Continued on Page 14
How Trump Policies Might Affect the Green Industry

Submitted by Mickey Strauss, from an article by Gregg Wartgow

Following are key proposed Trump/Pence policies as they relate to lawn care and the landscape industry:

**TAX POLICY**
- Trump wants to greatly simplify the tax code, streamlining the current seven income tax brackets down to three. All income-taxed Americans would see a reduction in their tax rate, which would be either 12%, 25% or 33%.
- The investment income tax would be eliminated.
- The capital gains tax would remain the same.
- Carried interest would now be taxed as ordinary income.
- Death tax would be repealed.
- The business tax rate would be cut from 33% to 15%.
- Create a deduction for childcare and eldercare based on state average.

**Focus on public safety and American workers.**

**Deport criminal illegal immigrants immediately, as well as visa overstays.**

**Funding of sanctuary cities will be stopped.**

**TRADE**
- Trump vows to reassess all trade deals and renegotiate as necessary.
- The ultimate goals are to: 1) Close the gap between imports and exports, and 2) Protect American workers by discouraging the relocation of jobs to other countries.

**HEALTH CARE**
- Trump promises to work with Congress to repeal and replace the Affordable Care Act (ACA), aka Obamacare.
- His goals are to institute the creation of health savings accounts, drive down costs by creating interstate competition between insurance companies, return regulatory control to the states, and re-establish high-risk pools as a more effective way to insure people with extensive medical needs.

*Continued on Page 10*

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Nor Cal Landscape & Nursery Show at the San Mateo Expo Center

Now that winter has finally arrived in California and the rain has started to fall, it’s time to think about expectations for the new year. Resolve to attend the Nor Cal Landscape & Nursery Show February 16 at the San Mateo Expo Center.

Nor Cal has an outstanding roster of seminars this year. There’s an opportunity for everyone to sharpen their skills for the coming spring at this CLCA event. And don’t forget to update your professional licenses by taking advantage of the many continuing education credits available. Register for classes by visiting www.norcaltradeshow.org. Your seminar badge will also get you into the trade show exhibits.

The Nor Cal Landscape & Nursery Show has a treasure trove of continuing education credits on all of the seminars. Here’s a listing of organizations involved:

- Association of Professional Landscape Designers (APLD)
- CA. Association of Nurseries & Garden Centers (CANGC)
- International Society of Arborists (ISA)
- Irrigation Association (IA)
- National Association of Landscape Professionals (NALP) has two certifications – Certified Landscape Technician (CLT) and Certified Landscape Professional (CLP)
- Qualified Water Efficient Landscaper (QWEL)

Among the seminars offered are:

**Computerized Estimating Workshop**
Speaker: Jim Huston, HC Consulting
CEUS: (2)IA,(4 Business) APLD,(Sign-in Sheet) CANGC, (6 CLP) NALP, (6) ISA

**Topic: Establishing a water budget for an existing site**
Speaker: Jim Borneman, VP-Emeritus of the Education Department, Ewing Irrigation Products.
CEUS: (4) IA, (2) APLD, (Sign-in Sheet) CANGC, (4 CLT) NALP, (2) QWEL, (3.5) ISA

**Bulletproof Succulents for California Gardens**
Speaker: Aaron Ryan, Horticulturalist & General Manager of Succulent Gardens
CEUS: (0.25) IA ,(1) APLD, (Sign-in Sheet) CANGC, (1 CLT) NALP

**Plants, Pollinators and Pesticides, Can They Work Together?**
Speakers: Dr. Christine A. Casey PhD., Häagen-Dazs Honey Bee Haven, University of California, Davis
CEUS: (1) APLD, (Sign-in Sheet) CANGC,(1) ISA

**Designing and Maintaining the Water-Wise Garden**
Speaker: Julia Bell, Creative Director of Succulent Gardens & Owner of Bell & Flourish Landscape Design
CEUS: (1) IA, (1) APLD, (Sign-in Sheet) CANGC, (1 CLT) NALP, (1) QWEL

**Hot Trends in Edibles**
Speaker: Renee Shepherd, Renee’s Garden
CEUS: (0.25) IA, (1) APLD, (Sign-in Sheet) CANGC,(1 CLT) NALP

**Watershed-Friendly Landscaping**
Speaker: Owen Dell, Owen Dell & Associates
CEUS: (1.5) IA, (1.5) APLD, (Sign-in Sheet) CANGC,(1.5 CLT & CLP) NALP, (1) QWEL, (1.5) ISA

**MWELO Updates and the Bay-Friendly Rated Landscape Program**
Speaker: Ann-Marie Benz, ReScape California
CEUS: (1) IA, (1) APLD, (Sign-in Sheet) CANGC, (1 CLT & CLP) NALP, 1 QWEL, 1 ISA

Pricing: $40 per seminar by February 10th, or $45 after February 10th, or 3 seminars for $100 by February 10th, or 3 seminars for $110 after February 10th. Student pricing: 1 to 3 seminars for $25.

For complete information on the CEUs and to register visit www.norcaltradeshow.org and click Seminars. CLASSES. For more information call (530) 458-3190.

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WC X-MOD Demystified
Trade Show News
Three Tips from a Language Learning Expert that will Get You Fluent, Fast

Adapted from Fluent Forever by Gabriel Wyner – Blinkist Book Service

Until a few years ago, if you wanted to learn a new language then you’d have to pay a pretty penny for expensive classes or costly software. These days, however, with the help of apps like DuoLingo, Memrise or Babbel, anyone can pick up a second language for a fraction of the cost. However, just because learning a new language is cheap doesn’t mean that it’s easy. Many people who attempt to pick up French, Japanese, Spanish, or any other language flounder as the new words continuously fail to stick. Luckily, help is at hand. Gabriel Wyner, language expert and founder of fluent-forever.com shares some top tips and learning hacks in his book Fluent Forever. Here are three of the most useful.

1. Recall, don’t memorize – One of the most common mistakes we make when we delve into a new language is to try and remember a truckload of words. Unfortunately, our memories are pretty useless when it comes to remembering information. Take the work of German psychologist, Hermann Ebbinghaus, who, in the late 19th century, tried to learn a series of nonsensical words (like nish, mip and zhik) and then measured how many he remembered in the following days, weeks, and years. He found that, while he recollected 30% a day later, he would only remember 10% the following year.

So what should you do instead? You need to focus on recalling rather than remembering. Recalling – testing yourself with the words you’re trying to remember – works because it engages the right areas of the brain. The brain likes to focus on remembering the important things: the facts, like venomous snakes are dangerous, or fire is hot. As much as you’d like them to be, your French prepositions aren’t considered vital for the brain to remember. But, by testing yourself, you trick your brain into judging the information as important, and so it sticks better.

What’s more, every time you recall something correctly, you get a shot of dopamine as a reward and that happy feeling pushes you to go on.

2. Practice at the right intervals – Recalling new words works wonders, but if you really want to integrate them, you’ll need to keep practicing. But how often? If you try and recall a word once a year, chances are you’ll persistently forget it. However, try and recall all your words every day and you’ll never have chance to learn some new ones. What you need is a Spaced Repetition System (SRS). A Spaced Repetition System means that you only recall words when you need to. When you first learn a word, say matter, the German for mother, you should try and recall it soon after, say a day or two. If you successfully do this, then you can wait a little longer until you learn it again, maybe this time a week. And if you recall it again this time, then you’ll wait even longer, perhaps for two weeks, until you bring it back a third time. But beware: if at any stage you fail to recall the word, then you’ll have to start all over again.

The SRS helps you remember an incredible amount; Wyner even suggests that by working at it for just 30 minutes a day you can expect to learn close to 3,600 words in just four months. While it is possible to develop your own paper SRS using flashcards split over different levels, you can take advantage of many language learning apps, like Memrise and Anki (Wyner’s favorite); both use SRS to help you remember words in the long term.

3. Never, Ever Translate – One of the commonest language learning mistakes is to learn new words by translating them into your mother tongue. After all, it seems like the most efficient way of doing things: all you need is a dual-language dictionary and the translation and definition of every new word is just a few page turns away. But, this all-too-common method is not a productive way of learning. Not only is translating every sentence quite laborious, you also won’t learn the intricacies of the new language. Every language is different, so by translating it, you’ll simply be forcing your new language onto the framework of your current one.

Here’s what to do instead: instead of studying words using a dual-language dictionary, learn them using a monolingual one. If you want to learn French, then simply use a French dictionary. Not only will you discover what your mystery word means, you’ll also unlock the meaning of all the words used to describe it. You’ll learn much quicker this way, and you’ll be getting familiar with a more authentic version of the language.

Follow these three simple tips when learning a language and you’ll stand the best chance of mastering it quickly and efficiently.
How Trump Policies Might Affect the Green Industry, continued from Page 9

REGULATIONS
• Require all federal departments to conduct internal audits to identify unnecessary, job-killing regulations.
• Place a temporary moratorium on all new regulation not authorized by Congress.
• Eliminate the oppressive Clean Water Rule and the Clean Power Plan.

FINANCIAL SERVICES
• Dismantle what is known as Dodd-Frank, a law that made historic changes to the financial regulatory environment.
• Trump wants to replace the law with more pro-growth financial policies.

ENERGY
• Make America energy-independent by making full use of all energy resources.
• Greatly simplify the permit process for energy projects.

EDUCATION
• Eliminate Common Core and advance policies supporting education at the state and local level.
• Trump supports school choice and vocational programs.

IMMIGRATION
• Focus on public safety and American workers.
• Deport criminal illegal immigrants immediately, as well as visa overstays.
• Funding of sanctuary cities will be stopped.
• Build a wall at the southern border.
• Supports mandatory e-verify, along with the H-2B seasonal guest worker visa program.

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**Growth and How to Achieve It**

Submitted by Dan Dvorak, Landscape Contractors Insurance Services

Like with any growth and expansion, becoming more productive doesn’t happen overnight. It takes consistent investment of time and commitment. If you want to take yourself to the next level, you must be more productive. To be more productive isn’t always easy, sometimes we need repeated reminders.

Here are seven powerful phrases that will make you more productive. Repeat after me:

1. **If not now, when?** When procrastination sets in and things start to pile up, it’s time to commit to a change. If anything is going to happen, it is up to you; the timing is up to you too, so choose to make it happen now.

2. **I will rethink to regroup.** If you’re digging yourself into a hole, the first thing to remember – but sometimes the hardest – is to stop digging. Look around. Take a breath. Regroup, recalculate your priorities, and regain control.

3. **I will start with what is necessary.** Start by doing what’s necessary; then do what’s possible; and before you know it you may find yourself doing the impossible. Try to start each day with a series of small but necessary tasks to fuel the rest of your morning.

4. **I will simplify what is complicated.** It’s simplicity of intention that gives us consistent productivity. Many of us overthink and make things more complicated than they need to be. Ask yourself how much you really need to be doing.

5. **I will focus on what matters.** Obstacles are what you see when you take your eyes off your goal. Stay focused on the actions that will lead toward your successful productive future, and don’t let yourself get distracted with busy work.

6. **I will make this happen no matter what.** It’s always possible to dodge responsibilities, but it’s much more difficult to dodge the consequences. It was Winston Churchill who defined success as stumbling from failure to failure with no loss of enthusiasm. A river cuts through rocks not because of its power, but because it never gives up, the persistence over time is its power.

7. **I will control my mind before my mind controls me.** If your thoughts are filled with negativity, not much can get done. But positivity fuels productivity. Success comes to those who have positive energy. Positivity will not only boost your productivity, it will help you make the best of what you do and how you do it.

The bottom line: When it comes to boosting productivity, if it’s really important for you to be willing to do whatever it takes and to keep reminding yourself with phrases to make it happen. The time to make that commitment, though, is today.
Pricing for Profit, continued from Page 8

4. Before you say your market will never pay your price, have you determined what your price should actually be?

5. Why not ask the client what it will take to get the job? When you ask your potential client what it will take to get the job, you are basically telling them you are hungry and you will meet or beat anyone’s price. Even though we all need the work, the last thing we want to do is give our potential customer the upper-hand. They will beat you down on pricing for sure at that point.

6. Don’t change your pricing on a daily basis. When you know what your actual costs are, it is easier to sell it at a fixed price.

7. The flinch method may or may not work. Regardless, I am not sure I want to count on the flinch method for the success of my business. It’s better to have a pricing strategy based on your costs and desired profit.

8. Industry Standards cannot be counted on either in my opinion. Why not? If the industry standard was right for everyone, the failure rates would not be so high. Based on the contractors that I talk to across the United States and Canada, too many are not utilizing a cost recovery system for their business. Thus, the industry standard is not accurate.

(Part Two will appear in the February issue.)
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Valleyscape
2017 ADVERTISING RATES
Ad Agencies: These Rates Are NET and PRORATED for the calendar year.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Yearly (12x)</th>
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<tbody>
<tr>
<td>Business Card full color</td>
<td>$425</td>
</tr>
<tr>
<td>1/4 Page full color</td>
<td>$1,345</td>
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<tr>
<td>1/3 Page full color</td>
<td>$1,850</td>
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<tr>
<td>1/2 Page full color</td>
<td>$2,200</td>
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<tr>
<td>Full Page (inside full color)</td>
<td>$4,000</td>
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<tr>
<td>Full Page (back cover full color)</td>
<td>$4,500</td>
</tr>
<tr>
<td>8 ½ x 11 Insert</td>
<td>1 mo. $325</td>
</tr>
<tr>
<td>(single or double sided, advertiser provided)</td>
<td>2 months free!</td>
</tr>
<tr>
<td>11 x 17 Insert</td>
<td>1 mo. $425</td>
</tr>
<tr>
<td>(folded, advertiser provided)</td>
<td>2 months free!</td>
</tr>
</tbody>
</table>

NO LOCAL EMPLOYMENT ADS

Contact Editor John Hernandez at (626) 965-5015 or eldoradowriters@gmail.com for more information.

Ad Dimensions – Width x Height

<table>
<thead>
<tr>
<th>Business Card</th>
<th>3 5/8” x 2”</th>
<th>1/2 Pg. vert.</th>
<th>3 5/8” x 9 1/2”</th>
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</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>3 5/8” x 4 5/8”</td>
<td>Full Page</td>
<td>8 1/2” x 11”</td>
</tr>
<tr>
<td>1/3 Pg. vert.</td>
<td>3 5/8” x 6 5/8”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Pg. horiz.</td>
<td>7 1/2” x 4 5/8”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ads must be submitted in PDF format, 300 dpi min. for all elements.

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