



Valleyscape

Valleyscape is now available online! www.eldoradocommunications.net

Become a Beautification Awards Sponsor Today

BENEFITS INCLUDE:

- Pre- and Post-Publicity online and in this newsletter
- Company introduced in the Awards Video
- Your photo presenting award to appear in *Valleyscape*
- First choice in your category next year
- *and more*
- Contact a board member today



2023 SWEEPSTAKES WINNER – MSM Landscape Services, Inc. took top honors in the 2024 SFV Regional Landscape Awards Competition. Receiving the award are Jeff and Mickey Strauss (second and third from left). Presenting for Sponsor BrightView Landscape Development are Rochelle and Tadd Russikoff.

Who will take home the honors at the 2024 Beautification Awards Banquet? It will be held on June 22 at Monterey Concessions at Encino Golf Course.

ON THE COVER: The Arnold Residence project earned the 2023 Sweepstakes Award for MSM Landscape Services, Inc. in the San Fernando Valley Chapter's 62nd Annual Beautification Awards.

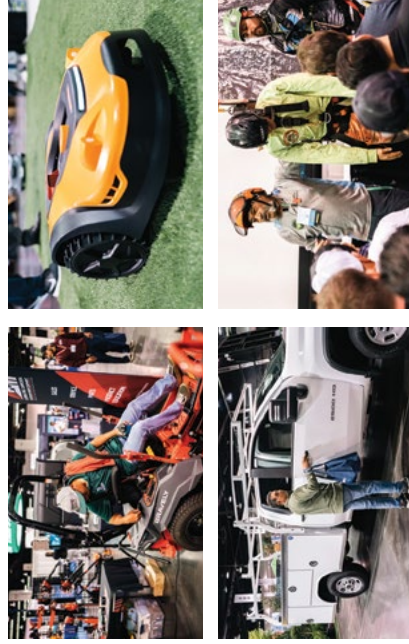
**The 2-Day Landscape
Educational Conference
and Trade Show**

THE 2024 - ANAHEIM
LANDSCAPE
DESIGN • BUILD • MAINTAIN • SUPPLY EXPO
SEPTEMBER 18TH & 19TH

**Super Early Bird
Expires 5/31/24
Pre-Register Today!**



*Spend Quality Time
With Hundreds of Exhibitors
Selling Thousands of Products*



**Experience The
Future of Landscape**



**You'll Find 3+ Acres
of Exhibitors, Seminars, Workshops,
Demonstrations and More**

Pre-Register Today @TheLandscapeExpo.com



*Learn From An All-Star
Line-Up of Industry Educators
and Association Representatives*



714-979-5276 x144

**Includes 2 nights at the Clarion Anaheim Resort, only steps from the Convention Center.*

info@thelandscapeexpo.com



**San Fernando Valley Chapter
2024 Board of Directors**

PRESIDENT
Francisco Salazar
Groundcare Landscape Company
888-255-5755
818-970-7592 cell
francisco@groundcarelc.com

CHAIRMAN OF THE BOARD
Luis Casas
Legacy Tree Care
818-618-7703
luiscasas@legacytreecare.net

VICE PRESIDENT MEMBERSHIP
Steven Kinzler
S K Landscape Design, Inc.
818-345-0492 office
818-345-0494 fax
818-266-3828 cell
skinzler@sklandscape.com

VICE PRESIDENT PROGRAMS
Scott Donoho
Toro
805-990-9587
scott.donoho@toro.com

SECRETARY
Natalie Balyasny
Landscape Contractors
Insurance Services, Inc.
818-426-0521
nbalyasny@lcisinc.com

TREASURER
Mickey Strauss
MSM Landscape Services, Inc.
818-402-4500
818-361-1788 fax
mickey@msmlandscape.net

**EXECUTIVE ASSISTANT
COMMUNICATIONS**
Bronwyn Miller
Eyescapes
949-466-1222
bronwyn@eyescapes.net

www.clcasfv.org

VALLEYSCAPE PUBLISHER
John Hernandez
626-715-1757
18466 Dragonera Drive
Rowland Heights, CA 91748
eldoradowriters@gmail.com
FAX 866-591-5093

**ASSOCIATE EDITOR/
ART DIRECTOR**
Jerry Robin
J. Robin & Associates
Graphic Design
626-644-4239
jrobinps2@gmail.com

BOARD OF DIRECTORS
Rich Angelo
StayGreen, Inc.
800-741-9150
rangelo@staygreen.com

Rene Emeterio
Specialized Landscape
Management Services Inc.
805-520-7590
805-823-5603 cell
remeterio@slmlandscape.com

Klaus Kumme
Kumme Landscaping
818-535-2035
kkumme@gmail.com

ASSOCIATE MEMBER REP
Juan Mendoza
Milwaukee Tool
909-361-7505
Juan.mendoza@milwaukeetool.com

AUXILIARY PRESIDENT
Cindy Strauss
818-341-2239 Home
818-620-3540 Cell
cindystrauss@hotmail.com

STATE AND LOCAL EVENTS

Don't miss any of these very important events!

Subject to Change – Check with Chapter Office First

- June 6 Board Meeting 9 a.m. via Zoom.
- 22 Beautification Awards Banquet at Monterey Concessions at Encino Golf Course.
- Sept 13 Channel Islands Chapter and Friends Fishing Trip through Hook's Sportfishing, 3600 Harbor Blvd. #115, Oxnard, CA 93035.
- 18-19 The Landscape Expo (TLE 2024) Anaheim Convention Center.
- Nov 7 CI event: Landscape Lighting Demonstration by SPJ Lighting at Devil Mountain Wholesale Nursery, 3200 W Telegraph Rd, Fillmore, CA 93015. SFV members invited. Details TBD.
- 12-16 CLCA Convention at Hyatt Regency Newport Beach.
- Dec Holiday Party TBD

Come See the Future of Landscaping

- **The 2024 Landscape Expo Set for September 18–19 in Anaheim!**

If you are a Groundskeeper, Supervisor, or Contractor whose business focuses primarily on landscape management or installation, you will find everything you need at The Landscape Expo, from CEUs and equipment demonstrations, to one-on-one exhibitor interactions, networking, and more.

Taking place Wednesday and Thursday, September 18–19 in the Anaheim Convention Center, attendees will meet TLE Exhibitors representing every major brand of mowers, blowers, loaders, utility vehicles, GPS tracking, trucks, and specialty equipment, just to name a few. If you need it, you'll find it at the Expo!

The Landscape Expo has partnered with PGMS to schedule a thorough lineup of great speakers who will teach over 45 seminars eligible for PGMS continuing education units. Seminar topics include team management, safety, client interaction, licensing and program development, irrigation, landscape design, weed and pest control, soil health, and navigating the latest technology.

PGMS is also the sponsor of the Wednesday night industry reception that will take place after hours inside the Exhibit Hall, where drinks and appetizers will be provided accompanied by live music, games, and a video booth. Here, you will have the chance to connect with hundreds of fellow professionals!

Traveling to the Expo? Reserve a room with the Hilton Anaheim or the Clarion Hotel Anaheim Resort, both mere steps away from the Anaheim Convention Center.

Super-Early-Bird Rates end May 31st, so make sure to reserve your conference package today!

For more information, email info@thelandscapeexpo.com, visit www.thelandscapeexpo.com, or call 714-979-5276 x144.



TYLER SMITH
Area / Marketing Manager

31011 AGOURA ROAD
WESTLAKE VILLAGE, CA 91361
(805) 498-6744 • (818) 889-2593
FAX: (818) 889-9332 • (805) 499-7948

WWW.SMITHPIPESUPPLY.COM
TYLERSMITH@SMITHPIPESUPPLY.COM



FRANCISCO SALAZAR
SFV Chapter
President
Groundcare
Landscape Co.

Judgement Day

Hello fellow San Fernando Valley members. Let me start off by thanking all the companies that submitted entries for the Beautification Awards. If you have not already done so, be sure you save the date of June 22nd and attend the Awards Banquet at Monterey Concessions at Encino Golf Course.

I would also like to thank the judges, Megan Rios and Dave Norred, who dedicated three days of visiting sites from San Fernando Valley, LA/San Gabriel Valley and Channel Islands

Chapter areas, traveling over 600 miles. Thank you to Bronwyn Miller for helping them and for taking pictures. I also want to thank the drivers who drove around all LA County and adjacent areas.

Now that judging is completed, we are looking for Sponsors of the awards. If you would like to sponsor an award for this year – something that gives you great visibility and excellent PR for you and

your company – please reach out to us for more information. If you are already sponsoring an award, please attend the banquet for the presentation of that award and your awards photo that will appear in our chapter magazine.

With the judging of our SFV Regional Awards Competition behind us, those of you who want to continue competing with your excellent projects might want to enter the State CLCA Trophy Awards competition. You can do so by visiting clca.org/2024trophyawards for an entry form or clicking on the QR code to the right. The last day to enter for a \$75 discount is August 9th. Winners will be announced at the Trophy Awards Dinner as part of the CLCA State Convention November 13-16 at the Hyatt Regency Newport Beach.



Thank you all. – Francisco



ARE YOU PAYING
**BIG PREMIUMS IN
UPWARDS OF 250K**
AND FOR A FEW SMALL
CLAIMS, THEN IT'S TIME
TO GET RE-PAID


HOW TO GET UP TO
**50% OF YOUR
PREMIUMS BACK**
WITH A NEW TYPE OF
CAPTIVE

A new captive program available through Meta Risk Managers significantly lowers the barrier of entry



562.682.0606
www.metariskmanagers.com
jose@metariskmanagers.com

Reach Your Target Market
ADVERTISE WITH US!
Call John Hernandez
(626) 715-1757

 **Natalie Balyasny**
Producer
CA LIC #0F92130
nataliebalyasny@worldinsurance.com

**Landscape Contractors
Insurance Services**
CA LIC #0755906
1835 N. Fine Ave., Suite 101
Fresno, CA 93727

o: 800-628-8735 x2786
m: 818-426-0521
f: 559-650-3558
worldinsurance.com

WHOLESALE NURSERY
GROWING GROUNDS

Phone (818) 348-9266
Fax (818) 348-7699

Green Thumb

NANCY BERGQUIST
plantorders@gtgrowinggrounds.com
twitter.com/GreenThumbGG
www.gtgrowinggrounds.com

7659 TOPANGA CYN. BLVD.
CANOGA PARK, CA 91303



Fundraising Effort Continues for Long-Time CLCA Member Charles Nunley

• You can show your support by visiting Charles' GoFundMe page

CLCA Ambassador, Past State President, and former LA Chapter President Charles Nunley continues to show improvement from the effects of a heart attack and stroke he suffered in late 2022. He still has a long way to go, but we believe the physical therapy program he will soon begin will do much to help overcome the results of being bed ridden for so many months.

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, who is 84, is now in a medical care facility in Orange County.

A GoFundMe page has been established in Charles' name to get him the care and sup-

port he needs and deserves. You can reach Charles' GoFundMe page by visiting <https://bit.ly/SirCharlesFundraiser> or by clicking on the QR code below:



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

Charles is a Life Member of CLCA and has been active in the association since joining in the seventies. 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. Charles is a Green Industry Hall of Fame Co-Founder as well as a recipient.

Please join the others who have generously donated to Charles in his time of need. From everyone who loves Charles Nunley, thank you and God Bless.

Sales • Rentals • Parts • Service

Your Southern California Compact Equipment Dealer



Call: Chris Chadwick at (805) 207-0632

www.coastlineequipment.com



COASTLINE Equipment

OXNARD
1930 E. Lockwood St.
Oxnard, CA 93036
(805) 485-2106

SANTA MARIA
1950 Roemer Place
Santa Maria, CA 93454
(805) 922-8329

SYLMAR
12435 Foothill Blvd.
Sylmar, CA 91342
(818) 890-3353



DEVIL MOUNTAIN REDONDO BEACH PRESENTS

CALIFORNIA NATIVES AND DROUGHT DEVILS® FOR THE LANDSCAPE

THURSDAY, MAY 16 • 9:30-11:30AM • FREE

2501 Manhattan Beach Blvd | Redondo Beach, CA 90278

FEATURING

TOPIC



David Teuschler
Chief Horticulturist



Aaron Ryan
VP Operations, Southern CA



To RSVP, scan the QR Code or visit shorturl.at/nxCLZ

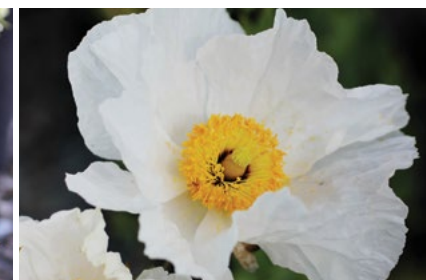
DROUGHT DEVILS®



California Natives and Drought Devils® for the Landscape

Join us for a program on natives and drought tolerant plants that will succeed in California landscapes. Dave and Aaron will present a broad range of plants, from grasses and perennials to trees and shrubs, all grown by Devil Mountain. This free program will include coffee and a tour of the nursery, plus take home resources and plant giveaways!

CEUs approved for CCN Pro, ISA, and ReScape CA



Quinn Company Event Offers a Tour and a Tournament



QUINN CAT hosted the Channel Islands Chapter April 10 for a well-organized Cornhole Tournament, tour, and product demonstration at their Oxnard facility. Thank you to sponsors Quinn Company, SiteOne and Groundcare Landscape.



PRESIDENTIAL TRIO – Past State and CI President Pete Dufau, Immediate Past CI President Kyle Hillendahl, and CI President Ivan Salazar discuss the details of the day's activities.



REGULATION DISTANCE of 27 feet was set up between opposing boards. This made the Cornhole Tournament "official" and drew on both the accuracy and strength of the players, shown here taking practice tosses.



KEY PERSONS in the event's activities are CI President Ivan Salazar (center) flanked by Quinn reps Jaime Llamas and Jake Bates, a CI Board Member.



REGIONAL REPS for Quinn Company are Jaime Llamas, Ventura County; Mike Llamas, East Ventura County; and Jake Bates, Santa Barbara County.



GATHERING for the tour of the large warehouse and the equipment yard is a mix of CI members, friends, clients, and Quinn reps.



DINNER BREAK with pizza, salad, and beverages is enjoyed by attendees including Patrick Luhn and Mackenzie.



EQUIPMENT DEMO portion of the tour is enjoyed by Javier Flores of Valencia Tree and Landscape (right) being shown around by Quinn's Jake Bates, the CI Associate Member Rep.



PAST STATE PRESIDENT Pete Dufau gets a personal guided tour of the equipment yard by Mike Llamas of Quinn Company.



PRACTICE MAKES PERFECT Kyle Hillendahl and President Ivan Salazar take turns with some practice cornhole tosses. Kyle served as the tournament's organizer and score keeper.



COMPETING TEAMS begin their tosses that will decide who will ultimately emerge victorious. The event was successful both as an important educational program and as a fun-filled Chapter Mixer. Thank you to all who attended.



AND THE WINNERS ARE... the team of Justin Carter from Quinn, and Patrick Hagan from SiteOne. They took first place honors, won gift cards, and will enjoy bragging rights for a long time to come.



JOSÉ ROBLES
Owner
Landscape Warehouse

In Their Shoes

• Benefits and Challenges from Filling In

A good way to take a reality check on how your business is *really* doing is to take a position on the front lines as a regular worker. This is effective at any level of the business, from laborer or crew leader for field work, to counterperson, driver, or department manager for businesses like Landscape Warehouse. I

have the opportunity to do exactly that as I write this because our Office Manager has taken an unexpected trip, and it is now up to me to fill in for a few days. Time to step into her shoes, so to speak.

Most people don't start at the top of an organization, whether it is the four-star general of an army, or the president or general manager of a company like yours and mine. Their careers started in the trenches mastering the basic duties and responsibilities before rising in the system. I started that way working for landscaping companies and later another supplier before I stepped out on my own. You probably have a similar story.

The benefit of working up through the ranks – or for entrepreneurs having to wear many hats when you start out – is that you are in the middle of where the action is almost all the time. It is with the knowledge and experience gained from working in these various positions that you built your company. But so many things have changed from the early days of your business that filling in temporarily in different areas can show you where things have evolved so

you can update your skills and make the proper adjustments.

Along the way, you may run into some memorable situations. Like the time I was filling in at the sales counter when an irate customer wanted to fight me because he had purchased outdoor lighting that did not work out for the pool area as the manufacturer claimed. He not only wanted a refund, but he also demanded fees for time lost. Not a chance, Buddy! There was another time when I was just passing through behind the counter when a customer's friend I had never met got my attention. He then proceeded to chew me out because a former counterperson had not followed up on the referral that brought this guy to the store. I did say "former" right? Most of our customers know who I am, but a few don't. You'd be surprised how much helpful information you can pick up from someone who does not know that you are "the boss."

There's actually a TV program that shows what can happen when the president or chairman of the board of a major corporation plays "Undercover Boss" in his or her company. Enlightening, to say the least.

So, don't be afraid to dive in to fill a temporary void in an area of your company. It will help you brush up on and update the skills and procedures you used to launch your business way back when. And it may even give you the boost you need to make the transition into the new age of technology and AI you may have been avoiding. – José

How to Introduce New Technology to an Organization:

4 Steps for a Smooth Transition *By Rachael Nazzaro, solutions engineer at Slack, from allBusiness*

Staying competitive in today's economy isn't easy. Adopting new technology, however, is one way small businesses can drive growth, improve efficiency and set themselves apart from the competition.

However, with new technology there often comes resistance from team members because of fear of the unknown. But the good news is there are strategies small business leaders can use to get team members onboard and encourage the adoption of the new tech.

Strategies for introducing new technology into your business

1. Ease your team into new tech

Don't just drop a new tool on your team's metaphorical desk and expect it to be a success. Instead, take a "crawl, walk, run" approach by starting slow as team members warm up and get comfortable using the new technology. Start with a "crawl" approach by comparing it to systems your team already uses to help make the new concept less foreign to them. It's also a good idea to bring elements of fun into your new tool by pointing out any fun features that will make the platform more enjoyable and less daunting.

Once your team has a frame of reference for the new tool, you can move on to a "walk" approach. Implement a two-week trial period to see how your team reacts to the new software and see if it's a good fit for your organization. Oftentimes, you don't know how something will work until your team members actually start using it. Before introducing the new tech to your team, do everything you can to customize and organize the tool in a way that makes sense for your organization.

After you have adapted the tool to your team's needs and give them a trial period, many employees will be ready to "run" with new tech and fully implement it into their workday.

2. Lead with empathy

It's important to always be empathetic to team members' needs when introducing new software. Some of them may already be overwhelmed with work, and it may be difficult for them to find the mental energy or time in their day to learn a new tool.

Show employees that you've carefully considered how the new software will impact their workday. Create materials that outline the benefits of the new tech and how it will positively impact both their

Continued on page 14

Does Your Company Need a Business Operating System?

By Jonathan Goldhill, The Goldhill Group

How do you tell if your landscaping business needs a business operating system (BOS)?

- Is the business growing too slowly and less profitable than you'd like?
- Do you feel trapped, as if your daily presence and problem-solving are required?
- Are there a lot of "got-a-minute" interruptions in your day?
- Is accountability an issue among at least some staff in your organization?

Like your computer, most businesses need an operating system to organize its functions. To increase your business's chance of survival and succession into the next generation, you need to set it up like a franchise with a system (set of processes) that is understood and followed.

For landscaping business owners, a Business Operating System (BOS) is not just a key, it's a beacon of hope. Often, landscaping businesses lack this system, leaving owners feeling overwhelmed and trapped. But a BOS changes that. It provides a roadmap and the tools to achieve the twin goals of personal freedom and professional success. It's a framework that manages meetings, key performance measures and priorities, processes and procedures, and the roles and responsibilities of each person/position. It establishes a way of doing business, enhancing clarity and efficiency across your organization, and relieving you of the daily grind.

A BOS is a place to keep those to-do's that you've committed to other team members. It's a place to keep your organization chart, roles and responsibilities and conduct performance reviews. It's also a place to keep your company business plan and department plans. When you have all this in place, your vision for the company is easily shared with others, and the activities to get there by your senior leaders, managers, and employees are more effective.

Imagine a business that runs like a well-oiled machine with a stable operating system. Now, contrast that with a business that feels out of control, struggling with accountability and clarity, and constantly facing the same problems. The difference is not just clear, it's inspiring. A BOS can transform chaos into efficiency and success, motivating you to take the necessary steps for your business.

If you are busy in what seems like endless firefighting, "got-a-minute" interruptions from staff to ask how something should get done or feel overwhelmed by the lack of processes in your business, a business coach can help you untangle the challenges and develop a roadmap with a playbook that can get you to the next level in your business!

How Does a Business Operating System (BOS) Help Me Run My Business?

Running a small business often means wearing many hats. In a family business, there might be times when the hats are mom, dad, sister, brother, boss, co-worker, owner, or employee.

Business operating systems (BOS) help leaders establish measures of success that let employees know if they are having a good day, week, month, or quarter. Operating systems, like playbooks, establish precise processes for how things get done at your company – like hiring, onboarding, performance reviews, and terminations or submitting estimates, proposals, signing contracts, and processing collections.

A sound operating system includes a system of quarterly and annual meetings where strategic thinking and execution planning are organized and recorded. Within the BOS, you'll define your vision for and record your 3-year, 1-year and 90-day goals and priorities. You'll keep track of outcomes in a scoreboard that measures leading and lagging indicators. Like a baseball stadium scoreboard, you can share visibility with those who need visibility to key performance indicators.

Of course, a BOS will also be a place to run and track your weekly meetings and To Do's. The purpose of this is three-fold:

- To stay focused (moving the company forward on accomplishing your quarterly goals and priorities) and
- Review and share feedback from customers and employees so that you can improve the customer and employee experience by fixing any friction in those systems and
- Make decisions on important issues and solve them.

Still not convinced? A BOS will highlight the most critical functions in your business that improve and practically ensure profitability. A BOS facilitates consistency throughout the organization so that new hires have the training and documentation on the procedures they are to follow. When everyone knows how to do their job, work gets done faster and cheaper, eliminating wasted effort. With clear measurables by position and employee, individuals see if they are productive and successful. Finally, you boost employee retention when employees know they are successful and doing their work right.

For more information on installing a business operating system in your company for your family business, contact Jonathan Goldhill at the Goldhill Group.

JONATHAN GOLDHILL is a scaling-up business coach, strategist and author of the book Disruptive Successor: A Guide to Driving Growth in Your Family Business, who works primarily with family businesses. Grab a free chapter at www.DisruptiveSuccessor.com. Join his podcast community at www.DisruptiveSuccessorShow.com. Jonathan can be reached at Jon@TheGoldhillGroup.com.



JONATHAN GOLDHILL
The Goldhill Group

SAVE THE DATE!

for our

2nd Annual John Marman Golf Tournament
Thursday, June 6th

at Los Serranos Country Club in Chino Hills

Because of your amazing show of appreciation for John last year,
we are able to do something we have never done before:

**The SFMA GLAB Chapter will be hosting our first ever
shotgun start for this event.**

**Play will start at 7am sharp. A detailed email will be sent out
with the donation breakdowns for this event.**

If you would like to donate directly to John's Fund or Foundation, please visit mtsacfoundation.org/johnmarman

*If you or someone you know is experiencing a mental health crisis, please reach out for help. If someone is in
immediate danger, call 911. Get connected to the National Suicide Prevention Lifeline by dialing 988.*

Get 24/7 help from the Crisis Text Line . Text HOME to 741741. focus.senate.ca.gov/mentalhealth/suicide

Proceeds from this event go to:

- The John Marman Scholarship Fund
- The John Marman Turf Team Foundation
- The Kent Kurtz Memorial Scholarship
- University Research
- Educational Events

GREAT DEALS ON RAIN BIRD Contractors Only While Supplies Last

**BUY
NINE**

**GET
ONE
FREE**



**3/4" OR 1"
ANTI-
SIPHON
VALVES**

**BUY
ONE**

**GET
ONE
FREE**



**ESP4ME
TIMER**



**3-STATION
MODULE**



*Everything you need for your
next award-winning landscape.*

landscapewarehouse.net  

Se Habla Español

AVAILABLE AT A WAREHOUSE NEAR YOU -

North Hollywood - (818) 287-8866 • 11311 Hartland St.

Van Nuys - (818) 387-6445 • 7053 Valjean Ave.

Covina - (626) 967-4180 • 545 N. 2nd Ave.

Azusa - (626) 633-1050 • 927 W. Foothill Blvd.

Altadena - (626) 398-1799 • 757 W. Woodbury Rd.

Pasadena - (626) 792-3319 • 1673 E. Walnut St.

Pasadena (Nursery) - (626) 722-7351 • 170 S. Kinneloa Ave.

Quartz Hill Garden Center - (661) 943-5222 • 42254 50th St. West



ANGLER FORM

10th Annual CLCA Channel Islands Chapter

Deep Sea Fishing Trip

Friday, September 13, 2024

5 a.m. to 4 p.m.

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

Join us on Lucky Friday, September 13 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 only fully secured when payment is received along with the form below.

Suppliers: bring your favorite contractors with you! Fishing is \$125 per person.

FISH ON!

Hook's Sportfishing
3550 Harbor Blvd. #115
Oxnard, CA 93035
(805) 382-6233

THANKS TO OUR 2023 & 2024 SPONSORS

Admiral \$750 • Commodore \$625 • Sea Captain \$550
Commander \$425 • Fishing Mate \$250



For more info on Sponsorship opportunities and benefits:
Contact John R. Hernandez, CLCA Channel Islands Treasurer
eldoradowriters@gmail.com or (626) 715-1757

Name #1 _____ Company _____

Phone _____ Email _____

Name #2 _____ No. of Angler(s) @ \$125 _____ \$ _____

Name #3 _____

Name #4 _____

IMPORTANT NOTICE: No ice chests, glass bottles, illegal drugs, firearms, or alcohol may be brought onto the boat.

IF PAYING BY CREDIT CARD: Online Sign-Up and Payment: www.clcachannelislands.org

Name on card _____ Signature _____

Card # _____ Exp. Date _____ Sec Code _____

Billing Address (addr, city, state, zip) _____

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

Unlicensed Contractors Place High Bids in Novato Sting Operation

The Contractors State License Board (CSLB) recently cited unlicensed individuals who illegally placed bids as high as \$15,000 for residential contracting work during a recent one-day sting in Marin County.

In mid-April, CSLB's Statewide Investigative Fraud Team (SWIFT) and the Marin and Sonoma County District Attorney's Offices went undercover to catch unlicensed contractors in Novato. A Notice to Appear in criminal court was issued to five individuals at the sting site. Five others were referred to the Marin County District Attorney for misdemeanor prosecution for placing a construction bid after leaving the property or advertising while being unlicensed.

The bids ranged from \$1,600 to as much as \$15,000 for home improvement projects including tree removal and fence rebuilding – all above the legal \$500 threshold for which a contractor's license is required. In California, contracting without a license is a misdemeanor and punishable by a fine of up to \$15,000.

One individual also asked for an excessive down payment ahead of starting the work. Contractors can only ask for a deposit of 10

percent or \$1,000, whichever is less. This is a misdemeanor that could result in charges of up to \$5,000, up to a one-year county jail sentence, or both.

“Our primary goal in conducting sting operations is to keep consumers safe from illegal contracting scams, which is why we encourage them to always check a license and get at least three bids on any home improvement project,” said David Fogt, CSLB Registrar. “Another reason is to educate people on how to get a contractor's license. Those who want to learn more about getting licensed should attend one of our [virtual licensing workshops](#) offered in both English and Spanish.”

For more information, visit CSLB's website, or connect with us on [Facebook](#), [X/Twitter](#), [Instagram](#), and [YouTube](#).

About CSLB: CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates about 285,000 contractors in California.



WOW!
Our Complete Plant Database is Now Online!

Performance Nursery Inc.

Search for plants by common or botanical names, get all the info you need, and save your selections. Great for designs, bids and helpful for your clients.

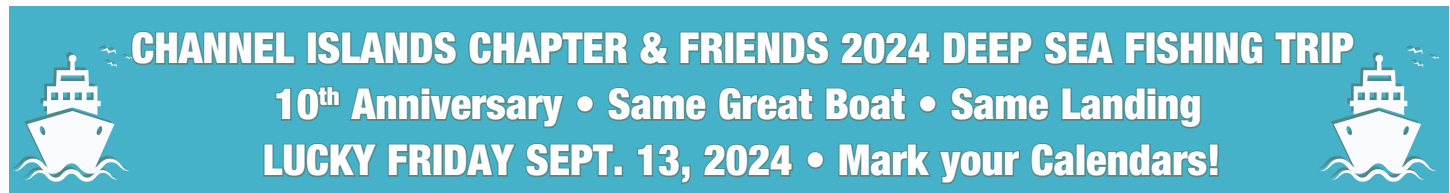
www.PerformanceNursery.com
800-525-5446



- Quality Vinyl Fencing
- Large Selection of Styles and Colors
- Gates and Gate Hardware
- Contractor Pricing
- Free Local Delivery

CALL DANIEL WALKER
(747) 253-3735
buonavistafence.com

BUENA VISTA FENCE



CHANNEL ISLANDS CHAPTER & FRIENDS 2024 DEEP SEA FISHING TRIP
10th Anniversary • Same Great Boat • Same Landing
LUCKY FRIDAY SEPT. 13, 2024 • Mark your Calendars!

Thanks to our
2023 & 2024
Fishing Trip
Sponsors...



Webinar on Conflict Management Techniques Set for May 30

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

CONFLICT MANAGEMENT: How to Have Fierce and Crucial Conversations

- 3-4 p.m., Thursday, May 30
- \$25 member/\$50 non-member

Conflict can negatively impact your organization's bottom line through increased employee absenteeism, decreased job performance and poor customer service.

To register for this webinar visit <https://clca.org/news/spring-webinars-announced/> or click on the QR code to the right:

This training will focus on developing skills such as active listening and non-judgmental questioning. Attendees will learn how to communicate openly and honestly and will be given the tools to help them successfully resolve conflict situations and avoid future ones.



Magic Mountain Switches to Eco-friendly Landscaping Equipment

By Jaysha Patel, KABC News

- **Change Brings Reduction of Noise, Gas Emissions**
- **SFV Member Stay Green Interviewed**

California Assembly Bill 1346 banned the sale of new gas-powered equipment like leaf blowers and lawn mowers and other small off-road engines. Six Flags Magic Mountain and landscaping partner Stay Green have implemented new battery technology developed by equipment maker Kress to care for the park's 260-acre campus. The new battery-operated landscaping equipment is probably quieter than your hair dryer or vacuum.



"We have superchargers, so our batteries charge within eight minutes. We are using Kress technology, that's the manufacturer that makes this equipment, and we are able to last all day long

just as you would with gas equipment," said Chris Angelo, CEO and president of Stay Green.

This new technology by Kress has taken more than a decade to develop. Landscapers no longer have to lug heavy equipment throughout the park.

"The battery technology has the same power that a traditional combustion engine would and so we are not losing anything. The real benefit is the health for the community itself and the user and also the noise pollution is greatly reduced," Angelo said. Six Flags is also implementing more eco-friendly projects in the future.

"A big project we actually have going on is the installation of California's largest single-size solar carport structure, that's opening later this summer. We also made the switch to electric power go karts," said Alex French, communications manager at Six Flags Magic Mountain.

A-G Sod Farms Inc.

Ruben Aranibar
Sales Representative
raranibar@agsod.com
Cell: (661) 965-2865
Se habla español

41120 40th St. East
Palmdale, CA 93552
Phone: (661) 274-9192
Toll-Free: (800) 669-4763
Fax: (661) 274-2168

~KURAPIA~

NEW

DROUGHT TOLERANT GROUNDCOVER SOD

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

WEST COAST TURF

westcoastturf.com
888/893-8873

Ask us about other water saving turfgrasses, too!



DAVID JUNOD
Sheridan Landscaping,
Inc.

Practicing His Presence Within

Each day I am honored to greet our Creator abiding in each one of us, whether you know it or not. It is from Him that we draw the creativity we use in our vocation and in every part of life. We are all unique, individualized manifestations of God's creativity and His goodness within us, expressed in a myriad of ways through our own personalities and experiences.

It is wonderful to observe the many creative endeavors exhibited by the men and women in our industry, and you can bet our children and grandchildren are observing us for ways to one day express the creativity and goodness residing in them.

Practice God's presence within you, meditate on the wonderful gifts He has given you, in all your ways turn to Him, and He will turn to you. This reciprocal action is unfailing. If it's answers you want, in whatever you desire, go to the source within.

In my 68 years as a nurseryman, I have always strived to be the best I could be. Time spent observing and enjoying others in our

trade and gleaning ideas from them has helped me in that regard. A source of fulfillment has been surrounding myself with ideas, trees, plants, flowers that turn to the sun each morning, and of course, creating award-winning designs.

I don't want to leave out the wonderful people I worked with and met through CLCA, and my great clients. It just seemed to be what life was all about at the time and I loved every minute of it. I recommend it highly. Love does, always and in all ways.

As for retirement, it's not a bad word at all. I stay busy, read lots of books – some I have read several times. I guess I didn't get the message the first time, probably because I needed to mature a little more as I experience God's presence within. – *Namaste, Dave*

"I have come that you might have life and have it more abundantly."
– *John 10:10*

"The finite alone has wrought and suffered; the infinite has stretched in smiling repose." – *Emerson*

"Goodness forever replicates itself through creation."
– *Rev. John Scott*

DEVIL MOUNTAIN WHOLESALE NURSERY

FILLMORE
3200 W. TELEGRAPH ROAD
FILLMORE, CA, 93015 • (805) 524-3939

REDONDO BEACH
2500 MANHATTAN BEACH BLVD
REDONDO BEACH, CA, 90278 • (310) 909-7620

JOBSITE DELIVERIES WITH NO MINIMUM

BROKERAGE OPTIONS

HIGHEST QUALITY AND SELECTION

KNOWLEDGEABLE SALES TEAM

AVAILABLE NOW

WILL CALL PICKUP

LARGE SELECTION OF SPECIMEN TREES

WWW.DEVILMOUNTAINNURSERY.COM

How to Introduce New Technology from page 8

everyday lives and the business goals as a whole. Remind employees that new tech is being implemented with the goal of helping to make their working lives more efficient and productive.

3. Accommodate different learning styles

Onboard leaders to the new tech first so they become comfortable using it and can teach the tool to their teams. When you get buy-in from team leaders, it'll be easier to get buy-in from your remaining employees.

Some of your employees are bound to take to new technology faster than others. Champion those employees who adapt to a new software or tool quickly. Use them as examples and ask if they would be willing to train or be a resource to others.

4. Be open to feedback

When you roll out a new tool, team members will likely have plenty to say about it. Keep an open-door policy when it comes to collecting feedback. Encourage team members to share what they like and don't like about the new software. This feedback will help you understand if the new tool is too overwhelming or if your employees are catching on.

Importance of getting employee buy-in when introducing new tech

It's important to remember to honor the needs of your team members when rolling out new tech.

When you balance expanding your tech stack while also satisfying your employees, you can steer your business toward a future of success.

Call Our Advertisers First!

A-G Sod Farms 13
 Buena Vista Fence 12
 CLCA Member Advantage 15
 Coastline Equipment 5
 Devil Mountain Wholesale Nursery 14
 Green Thumb Super Garden Centers 4
 Kellogg Garden Products 16
 Landscape Expo – Anaheim 2
 Landscape Warehouse 10
 MetaRisk Managers 4
 Performance Nursery 12
 Quinn Company 15
 Smith Pipe & Supply 3
 Southland Sod 16
 StopBottledWaterWaste.com 16
 West Coast Turf 13
 World / Landscape Contractors Insurance Services 4

We help you prepare for the unexpected

Customize your coverage to fit your unique needs!



24/7 Service • 100% CLCA Owned

Exclusive A+ Rated Program

Call (855) 662-2522



clca.org/benefits

THE SAVINGS YOU BUILD ON



0% INTEREST FOR 48 MONTHS
\$0 DOWN, 0 HASSLE

+ \$500 TOWARDS A CVA*
(CUSTOMER VALUE AGREEMENT)

CONTACT QUINN FOR MORE DETAILS.

888.608.5064

*Offer of 0% is for a loan term of 48 months, valid from March 1, 2024 through June 30, 2024 on select new Cat machines sold by Quinn Company. Offer may change without prior notice and cannot be combined with any other offers. Additional terms and conditions may apply. Contact Quinn Company or scan the QR Code for details.

Sylmar Sales



Victor Muñoz
 (818) 297-8742

Victor.Munoz@quinncompany.com

Quinn Company
 13275 Golden State Rd
 Sylmar, CA, 91342



QuinnCompany.com

2024 VALLEYSCAPE ADVERTISING RATES

The San Fernando Valley *Valleyscape* is published monthly by El Dorado Communications, Inc.

- All 12 monthly issues are emailed to recipients via Constant Contact.
- Recipients include all SFV chapter members, other chapter presidents, State CLCA officers, and other Green Industry VIPs.
- A growing list of potential members and other C-27 landscape contractors will also receive the monthly email version of *Valleyscape*.
- Additionally, four of these same issues are *ALSO* printed and sent via US Mail to chapter members, state staff and officers, advertisers, and other Green Industry decision-makers.

YEARLY COST – 12 ISSUES (Includes four printed issues)

- FULL PAGE (8½" W x 11" H – add ¼" bleed) \$4,200
- 1/2 PAGE (Vert.–3 5/8" W x 9 5/8" H) \$2,300
- 1/2 PAGE (Horiz.–7½" W x 4 5/8" H) \$2,300
- 1/4 PAGE (3 5/8" W x 4 5/8" H) \$1,395
- 1/8 PAGE – Business Card (3 5/8" W x 2" H) \$ 450

**Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 12 and multiply by number of months left in year. Ad agencies: Rates are NET.

**Special multi-chapter ad rates when including any of our other publications: Channel Islands *Clipper* and Yosemite Chapter *Grapevine/NewScope*.

DEADLINE for ads and stories: 15th of the month prior to publication.

Contact Us!

COMPANY _____

CONTACT _____ Email _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

Phone _____ Fax _____

COMPANY WEBSITE _____

John Hernandez, El Dorado Communications, Inc.,
18466 Dragonera Drive, Rowland Heights, CA 91748

(626) 715-1757 • eldoradowriters@gmail.com
Call for technical information, questions or details

For more information on how we can help you reach the decision-makers and potential clients you are looking for, please fill out the form, scan and email us. We will send you a Media Kit with additional information and come up with a promotional plan that works for you.

RICK SACKS
Territory Manager

CELL: 805-260-5794
FAX: 805-934-2223
VM: 800.417.0202
Ext. 5239


EMAIL:
ricksacks@kelloggarden.com

350 W. Sepulveda Blvd.
Carson, CA 90745
800-232-2322
www.KelloggGarden.com




Helping people create beautiful landscapes and gardens. Since 1925


No more plastic bottles
harming the environment!



Molecular Hydrogen-infused Alkaline Water...
From your own kitchen tap!



Jerry Robin
*Water Wellness Coach / H2 Advisor
Certified Molecular Hydration Specialist*
626-644-4239
AAwater@jerryrobin.com



www.StopBottledWaterWaste.com

In our pursuit of
Quality
we never cut corners.

Genuine
MARATHON SOD



When you want the Best
1-800-532-3489
www.sod.com



MEMBERSHIP APPLICATION

Already a Member? Pass this on to your non-member Green Industry friends!

1 Sign Me Up!

I'm ready to benefit as a member of the California Landscape Contractors Association. I will be joining as a:

___ **Affiliate Member:** For persons affiliated with the green industry, such as educators, landscape architects or government employees.

___ **Contractor Member (C-27):** For companies holding an active C-27 (landscape) contractor's license

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

2 Member Information

Name _____
First Name Middle Initial Last Name Suffixes (or Certifications)

Company Name _____

Phone _____ Fax _____

Private Email _____
CLCA will use this email address to provide you with news, announcements and association information. It will not be shared or sold to anyone.

Public Email _____
CLCA will publish this email address in member listings. It will also be provided to chapters and CLCA affiliates.

Address _____

City/State/Zip _____

Shipping Address (no P.O. Boxes) _____

City/State/Zip _____

License # _____

3 Choose Your Chapter(s)

Please select a chapter.

- ___ Central Coast
- ___ Channel Islands
- ___ East Bay
- ___ Inland Empire
- ___ Kern County
- ___ Los Angeles/San Gabriel Valley
- ___ North Coast
- ___ Orange County
- ___ Sacramento Valley
- ___ San Diego
- ___ San Fernando Valley
- ___ San Francisco Bay Area
- ___ San Luis Obispo
- ___ Yosemite

4 Payment Information

Annual Dues

Affiliate Member \$175

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

Member category _____

Member Category	Gross Annual Sales	Annual Dues	Monthly Payment Plan
4R*	\$0-\$100,000	\$395	Less than \$35!
3R	\$0-\$400,000	\$550	Less than \$48!
2R	\$400,001-\$1,000,000	\$985	Less than \$84!
1R	Over \$1,000,000	\$1,185	Less than \$101!
Sustaining R	Voluntary	\$1,375	Less than \$117!

* Licensed within the last two years

Amount enclosed \$ _____

Check (payable to CLCA) Visa/Mastercard

Credit Card # _____

Expiration Date _____ Three-digit SVC _____

Signature _____

Date _____

Privacy Disclosure (please initial)

___ I understand that by providing a public email address, I consent to have it published on the internet, and provided to CLCA chapters and endorsed programs. More info at clca.org/privacy.

Signature on this membership application indicates applicant's agreement to abide by the bylaws of CLCA and upon termination of membership to return to the CLCA Headquarters the membership certificate and to refrain from further use of the CLCA registered trademark or any other symbol or sign which would indicate membership.

Dues to CLCA are not deductible as a charitable contribution, but may be deductible as an ordinary and necessary business expense. A portion of dues, however, is not deductible as an ordinary and necessary business expense to the extent that CLCA engages in lobbying. The non-deductible portion of your CLCA dues is seven percent.