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## THE NEXT EVENT

# CHINESE AUCTION

- **Thursday, October 26**
- **Pagoda Restaurant, Northridge**
- **RSVP to Jan Veis at (818) 772-7233**  
**or [sfvclca@gmail.com](mailto:sfvclca@gmail.com)**
- **Story on Page 7**

## CLCA ANNUAL CONVENTION

SCOTTSDALE, AZ NOV. 15-18

*Cultivate Your Team!*

*COVER PHOTO: Southwestern charm awaits you at The Scott Resort & Spa in Scottsdale, host to the CLCA Convention. More information on Pages 5 and 14.*

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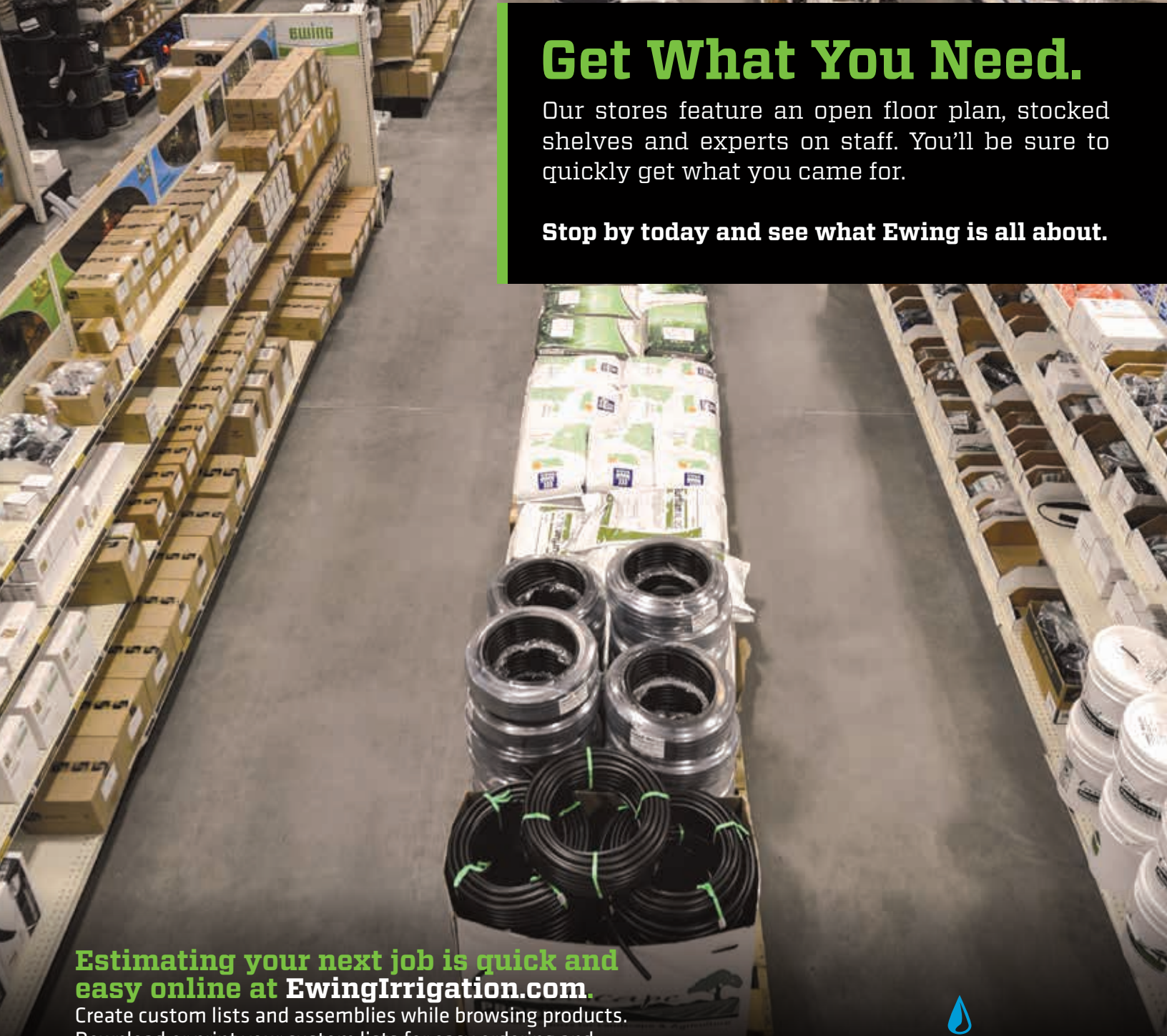
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**STATE AND LOCAL EVENTS**

**Don't miss any of these very important events!**

*Subject to Change – Check with Chapter Office First*

- |       |     |  |
|-------|-----|--|
| Oct   | 26  | Chinese Auction Scholarship Fundraiser,<br>6:30 p.m., Pagoda Inn – Northridge  |
| Nov   | 2   | Board Meeting, Denney's Restaurant<br>9001 Tampa Ave., Northridge, 7:30 a.m.   |
| 15-18 |     | CLCA Annual Convention, Scottsdale, AZ;<br>host hotel is The Scott Resort & Spa  |
| Dec   | 8   | Channel Islands Chapter Holiday / Christmas<br>Party, 12 noon at Café Fiore in downtown<br>Ventura. All SFV members welcome. |
|       | TBA | San Fernando Valley Chapter Holiday Party  |

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



**CLCA Convention Set for  
November 15-18 in Scottsdale**

**G**et ready for a great Convention ... and a great getaway in Scottsdale, Arizona. The Scott Resort & Spa is the host hotel for the 2017 version of CLCA's biggest event of the year.

- Gain insight into a vital part of growing a successful business – recruiting and retaining the right people!
- Catch up with fellow CLCA members and develop your connections with other landscape professionals!
- Relax and get inspired at the Trophy Awards ceremony!
- And take time to discover Scottsdale – a vibrant, cultural oasis!

Enjoy Scottsdale's fancy 5-star dining or a fun dive bar (nearly 800 restaurants!). Explore the numerous nature trails or the nightlife in a city infused with history, art and entertainment. Plan to see the sights and experience at least a few of Scottsdale's museums, shops and spas.

On Saturday, Nov. 18, enjoy the Artfest of Scottsdale! Learn to cultivate your team and cultivate some fun during CLCA's Convention and Southwest adventure!

**You can find an hour-by-hour Convention schedule on page 14.**

To register for the Convention, visit CLCA.org. To reserve your room, contact The Scott Resort & Spa at (800) 528-7867. To learn more about all the wonderful places and things to do in Scottsdale, visit ExperienceScottsdale.com.



**STEVEN KINZLER**  
SFV President  
SK Landscape Design

## Time is Precious, Use it Wisely

Hope everybody is having a great month. It looks like our fall has not yet begun, so we are still planting and we are still working hard on getting our projects completed and taken care of before the Holiday Seasons sneak up upon us...and we all know they will be here fast. Customers want their projects installed and preparations completed for their Holiday parties – “Can you get it all done for us by next week?” etc., etc.

And of course we will tell them, “Absolutely! Yes, we will get it done. Oh and by the way, can we get a deposit?”

It seems like that is now our trend – our industry’s trend. But it is different from a lot of other contracting industries. We seem to be able to pull it off. Because around the Holiday Seasons, grasses are green, flowers are in people’s yards, and guests are coming up to front doors. So make sure you return your phone calls, take care of your customers, and be sure to do the best that you can to get your projects completed. I give this to you not only as advice, but I say this to myself and my own staff all the time.

The last few months we have been having dinner meetings addressing topics such as building your business, getting more clients, and ways to take care of them. We’ve done this through

training, through multi-media programs, etc. The San Fernando Valley Chapter is committed to offering our members the most benefits that we possibly can. I hope you made the time to attend these educational events, and have found them helpful. We look forward to hearing back from you in regards to the programs we have presented so far, as well as any programs you are interested in seeing in the coming year.

There certainly have been a lot of things in the news, here and abroad, that are very disturbing and tough to get over. From hurricanes to wildfires and from foreign terrorists to domestic shooters, all these tragedies add to the everyday stress of running a business. Because of this, it is more important than ever that we leave the stress at work, and make sure we go home and appreciate our loved ones. Spend the time with them that they deserve and need. Because before you know it, retirement comes, and you’ll wonder, “Where did all the years go?” and regretting, “I wish I had made time to do so and so when I had the chance.” We are in an amazing industry that allows us to do many things on our own time. Make good use of it.

I look forward to seeing you at coming events and through the Holiday Season. Stay informed about our dinner meetings, State events and Holiday parties. It is that special time of the year, and I don’t want you to miss out on any of the great activities we have planned through the rest 2017. – Steven

## Landscape Installed for Judy Guido – Taking Care of Our Own

### • Industry veteran remains active after violent assault

Nothing brings tragedy closer than when something hits close to home. In July a member of our Landscape industry family was the victim of an unthinkable assault in her home. Judy Guido, who many know from her past work at Landcare, TruGreen and Valley Crest (BrightView) and her Green Industry speaking and articles, was that unfortunate victim.

Judy was severely injured from an attack with a pickaxe to the head and neck by an employee of a landscaping company she hired to clean up and prepare her yard for a healing garden. Her dog Squirt was fatally injured by the attacker.

When the Board of the Channel Islands Chapter of CLCA heard this story, they didn’t hesitate to try and help. President Dan Dvorak, Sarah Corbin and Pete Dufau met with her and offered to finish the work she was having done and catch up on the yard maintenance since her tragedy. Shari Collins had done a landscape plan and along with those ideas and donations, chapter members jumped in to help and donate materials.

Over the course of the next 3-4 weeks the house was beautified and the front entrance re-landscaped. A special area was also



**THE JUDY GUIDO  
CI HUMANITARIAN  
PROJECT**

dedicated to Squirt, the family’s dog, along with a special succulent arrangement.

Many thanks to Sarah Corbin and Grounds Maintenance Services for providing all the labor for the construction phase, heading the coordination and donating most of the stone, irrigation, header and bark material among other items. Dufau Landscape worked on the maintenance portion. Smith Pipe & Supply donated fertilizer and pre-emergent, Bruce Frazee Construction donated a wood bridge, Harold Jones Landscape donated plant material, and special thanks to Heart of Jades for the Squirt Memorial succulent dog bed.

Although the assault required brain surgery and left Judy Guido with a cracked skull and other injuries, she is now on the mend and back to work at her consulting firm, Guido & Associates. She will be a guest speaker at the CLCA Convention in Scottsdale in November.

“This project is a reminder that the Green Industry is filled with good people who do good things,” said Pete Dufau. “It is nice to know that when something unfortunate happens to someone close by and within our family of landscape professionals, we try to take care of our own.”

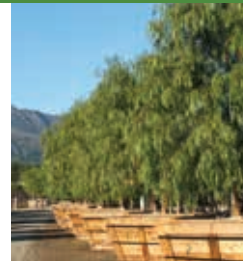
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# BrightView Tree Company Hosts CLCA in Fillmore



**OVERVIEW** of part of the vast BrightView Tree Company Nursery in Fillmore that was the site of an Educational Event and Tour attended by members of SFV and CI Chapters on Sept. 7.



**MAKING A POINT** in his remarks to attendees at the beginning of the Nursery Tour is BrightView Tree Company President Robert Crudup.



**BRIGHT BLUE-SHIRTED** BrightView staff members with Katie Muldenhauer, welcome Golden Oak's Nelson Colvin and CLCA Insurance Solutions' Bill Deeble to the Sept. 7 Nursery Tour.



**FORMER STATE PRESIDENTS** Chuck Carr, Pete Dufau and Charles Nuney enjoy the BrightView Tree Company Nursery Tour conducted in small groups by BrightView staff.



**PAST CI PRESIDENT** (and returning as President in 2018) is Sarah Corbin (right) being greeted by Katie Muldenhauer.



**LEGISLATION GURU** and Past State President Mickey Strauss attended the Nursery Tour with MSM Landscape Services rep Alma Alcaraz.



**SPJ LIGHTING REPS** Brian Gonzalez and Kyle Hillendahl chat with CI Board Chairman Brandon Bogeaus and BrightView's Katie Muldenhauer.



**BOETHING TREELAND'S** Greg Sullivan and wife Carol attended the BrightView Tree Company event in Sunland in August, and then came out for the Nursery Tour in Fillmore the next month.



**CROP PRODUCTION SERVICES** rep Tom Dullam, BrightView Tree Company President Robert Crudup and Nelson Colvin catch up on Green Industry news.



**THE SALAZAR LANDSCAPE COMPANY** reps Francisco and Ivan Salazar came out to support the SFV Chapter and see the BrightView Tree Nursery firsthand.



**COASTLINE EQUIPMENT** reps Julio Gomez and Chris Chadwick enjoy the late afternoon event with CI Past President Brandon Bogeaus of American Nurseries.



**PLANT I.D. QUIZ WINNER** is Carol Sullivan. Presenting the first place prize is Katie Muldenhauer who helped organize this very interesting and informative event.

**CHINESE AUCTION IS ALMOST HERE!**

**Don't Miss the October 26 LEAF Scholarship FUNdraiser**

• **Pagoda Restaurant in Northridge to Host Fundraising Classic**

It's almost here and we can hardly wait. Start getting together those serious and gag gifts now, because the SFV's zany Chinese Auction Scholarship Fundraiser is just around the corner. This once a year event is set for Thursday, October 26, 6:30 p.m. at the Pagoda Restaurant, 19348 Rinaldi St., Northridge, CA 91326. Dinner is \$20 per person plus a wrapped gift (gag or serious). Plan to bring a friend so they can laugh right along with you.

The Chinese Auction is sponsored by the SFV Women's Auxiliary, and raises money for LEAF scholarships by auctioning wrapped "mystery gifts" to enthusiastic, highly competitive and generous attendees. Our resident auctioneer Nelson Colvin will again handle the bidding wars. Nelson's creative math works to enhance the evening's donation total by plenty.

Bring your checkbook and a wrapped gift or two, as it's all for a good cause and you'll enjoy some delicious Chinese food and great camaraderie in the process.

**Election Results to be Announced**

The results of the SFV Chapter Elections will be announced at the Chinese Auction meeting. The Associate Member Representative will be elected by the Associate Members at the meeting as well.

Be there! RSVP to Jan Veis at (818) 772-7233, or [sfvclca@gmail.com](mailto:sfvclca@gmail.com).

**SFV Election Results to be Announced at Chinese Auction**

Ballots for the election of officers for the 2018 CLCA year were sent out in September. A slate of the individuals proposed by the election committee to lead the Chapter next year appeared on the ballot.

The names and offices are as follows:

**President** – Julio Lopez of Cadre Landscape

**Vice President Membership** – John Hernandez of El Dorado Communications

**Vice President Programs** – Francisco Salazar of The Salazar Landscape Company

**Secretary** – Luis Casas of Luis Casas Tree Service

**Treasurer** – Ken Millius of KRM Garden Management

**Chairman of the Board** – Steven Kinzler

The Associate Members present at the Oct. 26 dinner event will have their own election for Associate Member Representative for 2018.



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# EXPOSED!

## Landscape Contractor Business Owner Speaks Out and Reveals the Truth About Jonathan Goldhill

Jonathan Goldhill is a guy who seems to promote all sorts of things to landscape contractors. Management strategies for our business that he says will actually pay off.

I've seen his articles on the mindset you need to have to succeed; marketing strategies that promise to improve your lead flow by as much as 68%; sales techniques that will increase your conversion rate by 10-40%; and employee recruitment methods that will promise to attract more 'A' players to your team.

His latest promise is that by working with him, you will achieve 3x industry average profitability, 2x your cash flow and a 3:1 ROI on his coaching!

### That's a pretty big claim!

But, I'm here to tell you, Jonathan Goldhill (the business coach whose name and face just seem everywhere in the landscape industry), is the real deal. I know from first-hand experience.

I am Justin White, and I live and run my landscaping business in the Santa Cruz, CA area. For years, I've worked with my mother, father and brother in the family business that my parents started in 1986. When I came on board in 2007 at age 18, it was a small mom and pop operation with about 10 employees.

Like many of you, the Great Recession of 2008-2011 was brutal for us, but I learned a lot about how to run a lean operation. As the economy picked up in 2012, we moved into a new office and slowly began increasing our revenues. By the end of 2014, we had about 20 employees and hit \$2 million in sales for the first time in K&D's history.

I started working with Jonathan in March 2015, about the time I was appointed CEO. I knew I wanted to continue to grow, and knew I needed a mentor or advisor to help guide me.

My mother and father, who owned the majority share of our family business at the time, didn't think we needed a coach, but I was determined to educate myself about the best way to grow our business.



Justin White

I remembered getting a letter from Jonathan Goldhill, who described the great results his clients were having in the industry. He seemed like the perfect fit to help me grow my business.

Jonathan spent the first few months gathering information and working through exercises to identify the company's strengths and weaknesses and my own, along with opportunities, threats, and trends.

Jonathan's knowledge of the landscape industry helped us set Key Performance Indicators (KPIs) to track our performance specific to our market. We spent the rest of the year developing a new brand for K&D while also measuring our KPIs. We hit our revenue goal of \$2.5 million in 2015. However, our profit margin was below our target.

As 2016 began, my mother decided to leave the company, which caused a substantial pivot for us. Jonathan was very helpful through this transition and helped me see this as a challenge. He said it was an opportunity to take the next step towards what he called our BHAG™ (Big Hairy Audacious Goal): \$30 million by 2030.

For 2016, we set a lofty revenue goal of \$3.5M, with a set of quarterly goals to check our progress. It was one of the most incredible years of my career. We completed our largest project to date (\$1.2M), and we hit \$4.25M in revenue

with a 15% net profit margin. We are now at almost 50 employees, and growing. Our goal is \$6 million in 2017, and as of the second quarter, we are right on track.

We have stepped up our coaching investment to include quarterly offsite planning sessions with our management team, and weekly in-office sessions with a smaller group of us.

Jonathan has been my coach for nearly three years, and personally coaches me on a weekly basis. During our weekly meetings, he refers to my entire management team by name and understands the roles each one plays. He provides insight on how to leverage our resources.

As a family-owned and operated company, we face more than just the normal business challenges. Jonathan plays a pivotal role in the systems and procedures we need to run our business more effectively and create a better quality of life for us (the owners).

Jonathan's coaching has provided me with the confidence and knowledge to grow our company more than I thought possible. I don't think we would be where we are today without his coaching program.

### Scaling Up Readiness Assessment

If you are trying to grow your business by 2-10x, ask him for his *Scaling Up Readiness Assessment*. Attend one of his Business Growth Workshops and get a copy of *Scaling Up*, the book he uses to guide growth companies. The last one this year is on November 29, 2017 in Westlake Village, CA.

Visit [www.scalingupworkshops.com](http://www.scalingupworkshops.com)

His **Business Owners Peer Group** meets in **Los Angeles**. It's for owners of non-competing construction companies that are growing annually and like peer input on challenges & opportunities for growth.

**Justin White, CEO**  
**K & D Landscaping Inc.**  
**Watsonville, CA**

### CONTACT INFORMATION:

Jonathan Goldhill 818-716-8826  
[Jon@TheGoldhillGroup.com](mailto:Jon@TheGoldhillGroup.com)

# Website Promotion & Membership Night Highlights



**KEYNOTE SPEAKER** Ron Perry of egnite BIZ shared several ways to build and promote a business website during the September 28 SFV Dinner Meeting at Añejo Cantina and Grill in Sherman Oaks.



**ATTENDEES** soak in some of Ron Perry's website promotion ideas which included helpful apps available for this purpose. All this was after a very tasty Mexican dinner.



**CHINESE AUCTION VIPS** Mickey and Cindy Strauss attended the event and promoted the SFV Chinese Auction October 26.



**GOLDEN OAK'S** Nelson Colvin and wife Leslie enjoy the Educational Event and look forward to the Chinese Auction as well, as Nelson will again be the evening's auctioneer.



**VALVETTE SYSTEMS** rep Ted Sirkin recounts why he joined CLCA, during that portion of the program devoted to Membership Night.



**FORMER STATE PRESIDENT** Chuck Carr (right) also shared how CLCA membership has benefited him. Seated with Chuck are Past SFV Treasurer Martin Schaefer and his wife Karen.



**EVENING'S COORDINATOR** Alex Salazar (right) of The Salazar Landscape Company greets SFV Director Wayne Larson. Alex secured the speaker, the location, and helped promote the special event.



**LANDSCAPE VETERAN** Oliver Holt and wife Regina learn new ways to promote their successful business.



**CI TREASURER JULIO LOPEZ** of Cadre Landscape and VP Programs Tommy Endres of SPJ Lighting enjoy the evening's activities.



**BOETHING TREELAND NURSERY** rep Greg Sullivan and wife Carol have become regulars at these interesting and informative SFV Chapter events.



**SITE ONE LANDSCAPE SUPPLY** rep Cesar Ramirez enjoys the program and camaraderie with Ivan and Francisco Salazar from The Salazar Landscape Company.



**AUCTIONEER IN WAITING** Nelson Colvin and Darlena Sirkin are all smiles because of the outstanding SFV Educational Event and Membership Night.



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**JOHN DEERE**

## Cowboy Commandments to Live By *By Mark Matteson*

*In honor of the Western Music fans whose lives were lost or who were injured in Las Vegas, we offer this remembrance of a Western music legend and some heart-warming cowboy philosophy.*

**A**s I write this I am listening to Hank Williams' greatest hits. He was a singing cowboy. He was born September 17, 1923, in Mount Olive, Alabama. He was considered one of the most popular American country music singer/songwriters in the country. His songs include "Cold, Cold Heart," "Your Cheatin' Heart," and "Hey, Good Lookin'." He passed away of a heart attack at the age of 29 in 1953 in the back seat of his Cadillac.

True cowboys have a philosophy or set of principles they live their life by... *simply profound and profoundly simple.* I never met a metaphor I didn't like. Here are some of my favorites. They are kind of like Proverbs for Pokes. They are words to live by.

*"Don't let the sun catch you in bed."*

*"If it ain't right, don't do it."*

*"If the boots fit, keep gettin' em resoled."*

*"What's WANTED ain't always what's NEEDED."*

*"Don't let your yearnings get ahead of your earnings."*

*"If you don't feel like smiling, give it a shot anyway. It'll help the general scheme of things."*

*"If the boots fit, make sure there is two of them."*

*"For better or for worse means for good."*

*"Don't look at things for what they are NOT; look at them for what they ARE."*

*"Never cuss somebody else's dog or abuse your own."*

*"Control your temper before you try to control a horse."*

*"Never miss a good chance...to shut up."*

*"To know the truth, speak the truth."*

*"If it's none of your business, stay out of it."*

*"When you get bucked off, get back on."*

*"Never take down another man's fence."*

*"Always sink corner fence posts twice as deep."*

*"Never pick a fight with a porcupine."*

*"Spread happiness WHERE you go, not WHEN."*

Tom Jefferson said, "In matters of style, swim with the current. In matters of principle, stand like a rock." That's what real cowboys do.

*Mark Matteson is a speaker and business coach. He can be reached at (206) 697-0454 or [mark.enjoythejourney.matteson@gmail.com](mailto:mark.enjoythejourney.matteson@gmail.com).*



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## Does Your Board Understand Budget-Speak? (Part 1)

From an article by Jacob Azar, CPA, Lindquist CPA

**A**lthough budget approval is one of the more important roles played by a nonprofit's Board of Directors, not every board member is a savvy businessperson who is used to working with numbers and budgets. To help Board Members and business owners responsibly discharge their budget-related duties, they should at a minimum, understand the following terminology and concepts.

### Budget types and approaches

Part of a board member's confusion about budget terms may stem from the reality that different organizations and companies use different approaches to budgeting, as well as different types of budgets. A single nonprofit, for example, may employ more than one kind of budget. The following definitions should help board members better grasp what they're considering when handed a "budget."

**Accrual basis.** In contrast to cash basis (defined below), accrual basis budgeting matches income and its related expenses in the same accounting period. That means, income is recorded when earned, contributions are recorded when pledged, and expenses are recorded when incurred, regardless of when the products or services are actually received or paid.

**Cash basis.** A nonprofit using cash basis budgeting doesn't record income until the cash is received or expenses until they're paid. Most nonprofits need to draft a cash budget whether or not their

accounting is on the accrual basis. The cash budget also may include use of restricted funds when the funds are spent for the intended purpose. Some smaller organizations budget and keep their books only on the cash basis.

**Capital budget.** A capital budget is a decision-making tool used by an organization when it's considering the cost and timing of significant and potentially long-term projects, such as a building purchase.

**Income-based budget.** This budget is built from realistic projections of reliable income for the budgetary period. Expenses must come in under the income projection.

**Incremental budget.** An incremental budget begins with the prior budget's detail and builds the budget by computing percentage increases or reductions to each line item. Existing programs and departments are treated as preapproved.

**Zero-based budget.** In contrast to an incremental budget, a zero-based budget assumes that no existing program will necessarily be continued and no money will necessarily be spent. It facilitates comprehensive evaluation of every revenue and expense component.

*Jacob Azar, CPA, can be contacted at [jazar@lindquistcpa.com](mailto:jazar@lindquistcpa.com) or (714) 257-0100 for any questions.*

*This article will conclude in next month's newsletter.*



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**JIM BAIN**  
Falcon Performance  
Institute

**Is There No 'I' in Team?** *From an article by Jim Bain, Falcon Performance Institute*

**T**hey say there is no **I** in **TEAM**. Some may say that, but **I** say there is.

**I** totally get it. **I** understand that on a true team, individual members need to put their egos aside for the benefit of the team. **I** realize that each game or match is won by the collective efforts of the team members. **I** have seen firsthand the disastrous results of one person playing the game as if he/she were the only player in the game. **I** really do get it.

But **I** beg to differ. There is an **I** in team and it's a really big **I**. A team is made up of **I**ndividuals. More often than not, each of those **I**ndividuals possesses different skills, different attitudes, and different personalities. **I**t is the magical blending of those **I**ndividual skills, attitudes and personalities, usually accomplished by a coach that produces exceptional results. But (and here is the rub), each of those **I**ndividuals **NEEDS** to have an ego. Each member of the team must **WANT** to be the best they can possibly be. They must, on their own, work, prepare both physically and mentally, train, and work some more to be the best **I**ndividual member of the team they can be. Successful teams – and successful businesses – require a whole bunch of hardworking **I**s.

**I** have been working with a team of **I**ndividuals who have been training for the 2017 Multiple Sclerosis Cycle to the Shore. Each weekend, we have scheduled team training rides. But during the

week, each member of the team has to train on their own. At this writing, the ride comes up in a couple of weeks. **I**t will be 80 miles from Jacksonville Beach, FL to Daytona Beach on Saturday, and 80 miles back on Sunday. This ride is not something you want to do cold. We each need to be ready and we each need to work hard as **I**ndividuals to be ready to play our part on the team.

By far, the most important goal for our team is raising funds to help in the fight against MS. There is no doubt that we each ride because we enjoy riding. What is much more difficult for most of us is asking our family, friends, and neighbors to donate some of their hard earned money to support our fight against this awful disease. **I** have to do my part for the team and to fight MS – both on the bike and off. And yes, **I**m going to ask each of you to open your hearts and your wallets to help win the battle against MS. We're in Florida, but find your local

MS charity and donate there.

**I** continue to be humbled by the kindness and generosity of my friends, neighbors and readers. So, there really is an **I** in team and it stands for **I**ndividual effort. Thank you for your help in that effort.

*Jim Bain is a speaker, author, business coach and consultant. He can be reached at (352) 854-4015 and [www.fpiteam.com](http://www.fpiteam.com).*

**There is an I in team  
and it's a really big I.  
A team is made up of  
Individuals.**

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## Save The Date!

### CI Christmas Party Set for Friday, December 8 in Ventura

- **New Venue is Café Fiore – Same Fun with a White Elephant Gift Exchange**
- **SFV Members and Friends Invited**

The world famous Channel Islands Holiday/Christmas Party will take place on Friday, December 8, 12 noon at Café Fiore in downtown Ventura. The event will be held in a private garden room with no-host bar. All SFV members and friends are invited to join the fun.

A key to the merriment will again be a white elephant gift exchange. Make sure and bring a WRAPPED GIFT...funny or serious.

Café Fiore will be a new venue for this event. Although it is not on the 22nd floor as last year's site was, you will see no drop in food quality or service. Café Fiore is a fine dining Italian restaurant that receives high marks for their delicious food and excellent service. It is located at 66 California Street, Ventura, CA 93001; (805) 653-1266. Call Mike Martin at (805) 644-7188 or CI President Dan Dvorak at (323) 480-7803 for more details.

### CLCA Scottsdale Convention Schedule November 15-18

#### Wednesday, Nov. 15

- 2 – 6 p.m. Registration
- 5:30 – 7 p.m. Welcome Reception

#### Thursday, Nov. 16

- 7 a.m. – Noon Registration
- 8:30 – 11 a.m. Jim Paluch: The Important Work We Do
- 11 a.m. – 1 p.m. Lunch on your own
- 1 – 1:30 p.m. Lindsay Ono: Educating Your Current and Future Workforce
- 1:45 – 3:30 p.m. Judy Guido: Cultivating Your Team: Find them. Hire them. Teach them. Keep them.

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Evening to enjoy Scottsdale

#### Friday, Nov. 17

- 7 a.m. – 1 p.m. Registration
- 7:30 – 8:45 a.m. Associate Members Meeting
- 9 – 11 a.m. General Membership Meeting
- 11:30 a.m. – 1 p.m. Recognition Luncheon
- 1 – 2:45 p.m. LEAF Meeting
- 3 – 5 p.m. Auxiliary Meeting
- 6:30 – 9:30 p.m. Trophy Awards Dinner & Ceremony

#### Saturday, Nov. 18

- 8 a.m. – 1 p.m. Associate Member/LEAF Golf Tournament, Arizona Grand Golf Course, Phoenix
- Travel safely back to California!

**~KURAPIA~**

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## Making Room for New Beginnings

The seasonal changes really begin with this month. Even though the early weather changes brought on early shedding of leaves, the real color displays bring on a crescendo of beauty that assaults our senses with pure enjoyment and amazement. Our imaginations are heightened as to the possibilities we can create in our design and installation using plants with fall color displays.

Of course, maintenance personnel might say, "Oh, no! Not more leaves." But beauty trumps a little more work.

October is an excellent time indicator to step back some and access our business lives and direction as well as our personal family life. Nature is a director that sparks through seasonal changes, an awareness of when it is time to shed the old areas not needed and to make way for new beginnings and creative opportunities.

The all-ness of life is continuing to expand in expression in a variety of ways that enhance our life with purpose, dreams, imagination and love. I believe we are all woven into this tapestry of the all-ness of life. This well of life is part of the creative process and is inexhaustible as we reach into it for the potential in the Creator's expression by means of us.

I believe those in our trade and our allied tradesmen can understand the all-ness of life "like our Creator having placed the mighty oak tree in the acorn." He that instills the first breath of life in each living soul is the same God that instills in us His love, kindness, creativity and so many more of His attributes.

The all-ness of life begins from that wellspring and manifests through each individual, I have found. Through my understanding I have claimed it...love does, absolutely!

What does this have to do with landscaping and allied trades? Or, for that matter...everyone? I have found through my enjoyment and love of landscape design and installation – and through my association with like-minded professionals – that we are all specialists in and co-creators of what we do. Yes! It's that simple! Everyone expresses love and kindness in their own unique way.

This is far reaching. My 2nd Mom at 100 years and 11 months, made her transition as well as my 2nd Brother 8 days later. At the memorial celebration, I experienced a celebration of personalities through "love remembrances." Even the two ministers had their unique way of presenting remembrances. The "Irish" Methodist minister really nailed it, as he shared how love and kindness certainly had a way of being expressed by both Mom and Son. And, FYI both had worked at Sheridan Gardens Nurseries.

I thank YOU for sharing your uniqueness of love and kindness for me to observe and enjoy. Lesson #1: "When opportunities knock, some people are in the backyard looking for four-leaf clovers." (Polish proverb) – *Dave Junod*



**DAVID JUNOD**  
*Sheridan Landscaping, Inc.*

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