

The Channel Islands

July 2014
Vol. 7 No. 7



Clipper

The Monthly Magazine of the
CLCA—Channel Islands Chapter

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THE NEXT EVENT

PERFORMANCE NURSERY HOSPITALITY NIGHT

- **Friday, July 18, 6:00 p.m., Somis, CA**
- **Details in President's Message, Page 4**

*The Mystery Bus
Trip has been
Canceled*

COVER PHOTO: Daley Landscape won awards
for several projects at the Beautification
Awards dinner held June 28, including
First Place for this water-saving design
for Medium Residential Installation for the
"Drown Street Residence."

WATER FEATURES 'A'
First Place winner at the
Beautification Awards
was Daley Landscape,
Elana and Michael
Daley. Presenting for
Sponsor Birch Financial
is Nelson Colvin.

Complete list of winners
on Page 8; photos on pages 9–11.



California Landscape
Contractors Association
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RETURN SERVICE REQUESTED

MWD Doubles Rebate Amounts in L.A.

• **Low-Flow Nozzles Qualify for \$8 in Rebates** Submitted by Ted Sirkin, SFV Associate Member Rep, Valvette Systems

The Metropolitan Water District of Southern California (MWD) has for several years offered a \$4.00 base rebate for high-uniformity/low-flow nozzles. However, because of the drought, MWD's largest member agency, which is the city-owned Los Angeles Department of Water & Power (DWP), last year doubled the base rebate on low-flow nozzles, hence those who install them in the DWP service area can now qualify for an \$8.00 per nozzle rebate. All rotating nozzles that fit into spray-type sprinklers qualify as well as Toro's Precision spray nozzle line, the only "Spray" nozzle on the rebate list.

Additionally, to eliminate overspraying, MWD offers a base rebate of \$1.00 for any sprinkler part that contains an In-Stem Flow Regulator, which provides for distance control. There's more good news on this front as well. This year, effective on June 1st, the DWP also doubled the rebate on all In-Stem Flow Regulator products used in its service area, hence they now qualify for a \$2.00 per each rebate. The In-Stem Flow Regulator is the only sprinkler part on the rebate list, which also includes high-tech controllers, aka Smart controllers. Note that In-Stem Flow Regulators qualify for rebates only when used in commercial and industrial applications, which includes HOA common areas, apartments of more than four units and any public works project. Perhaps they will be rebatable for residential jobs in the future.

Presently, In-Stem Flow Regulating products are those manufactured by Valvette Systems of Woodland Hills, developed and owned by a longtime Southern California landscape contractor and CLCA member. The many and varied products in their In-Stem Flow Regulator line are all referred to as LittleValves and include shrub adapters, fittings, pop-up replacement stems for all major sprinkler brands and their own 4" and 6" pop-up sprinkler known as Little Tuffy. In-Stem Flow Regulation is also available in 3", 4", 6" and 12" Toro 570 pop-up sprinklers via special order.

Many San Bernardino County areas, including Ontario, Upland, Fontana, and Rancho Cucamonga – in addition to Pasadena – also offer increased rebates for low-flow nozzles and In-Stem Flow regulators. The San Bernardino County cities mentioned offer \$5.00 and \$2.00 rebates on the equipment mentioned above, while Pasadena offers rebates of \$6.00 and \$2.00.

Licensed contractors can receive the rebates directly by enrolling with SoCal Water Smart, who administers the rebate programs for the water agencies.

The drought here in California mandates that landscape and irrigation contractors and landscape maintenance companies get smart about the rebate program and start putting that rebate money into your pockets. Stop leaving money on the table. It takes very little effort to start claiming your share. If you use LittleValve products, Valvette Systems will help you apply for and process the rebates. ■



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STATE AND LOCAL EVENTS

SUBJECT TO CHANGE – CHECK WITH A BOARD MEMBER FIRST

July 18 Performance Nursery Hospitality Night, 6:00 p.m.,
600I Los Angeles Ave., Somis, CA. Free event.

Mystery Bus Trip previously set for July 24
has been canceled.

Summer Chapter fishing trip

Sept. Sustainability Seminar previously set for Sept. 10
in Ventura has been rescheduled for Earth Day,
Wednesday, April 22, 2015. More details as they
become available.

Oct 9 Golf Tournament with San Fernando Valley
Chapter, Angeles National, Sunland

Fall Another fun event, still open

Nov. 12-15 CLCA Convention, New Orleans

December Chapter Holiday Party

Board Meetings are held the 2nd Thursday of each month at
noon unless otherwise noted. Locations vary.

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SARAH CORBIN

2014 Channel Islands President
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It's Summer...Relax and Enjoy!

"Trees that are slow to grow bear the best fruit."

— Jean-Baptiste Poquelin

Happy Summer Channel Islands Chapter! I sure hope you all are staying cool. It's a busy time of year for landscape contractors. Some of us work 12 hour days this time of year. We are working so much that we forget to enjoy all that Summer in Southern California has to offer.

Performance Nursery Event This Friday!

Try taking a break to join us for a fun event at Performance Nursery. Are you tired of the heat and need a reason to go to the

Coast? This Friday, July 18 at 6 p.m. the Channel Islands and Kern County CLCA Chapters are getting together at Performance Nursery / Performance Gardens, to enjoy tours, great food and educational speakers. Chapter members and friends are all welcome.

Be prepared for good food and quality learning. Owner Tom Lucas will be serving up some great BBQ and all the fixin's. Please RSVP as soon as you receive this message, at 805-385-2352 or tom@performancenursery.com. — Sarah ■

CI Member Mike Daley Scores Big at CI/SFV Awards Night

• **Daniel Wilson Also Came Away an Award Winner**

Mike Daley of Daley Landscape, Inc. brought the gold home to the Channel Chapter by capturing eight awards at the June 28 CI/SFV Beautification Awards Dinner held at Valley Crest Specimen Tree Nursery in Sunland. His take included awards in Small Residential, Medium Residential, Custom Residential, Renovation, Small Residential Maintenance, Water Feature "A", and Night Lighting "A". He also won both First Place and Outstanding Achievement in one of the categories.

Mike is a Past President of the Santa Barbara Chapter (2005-2007) which became part of the Channel Islands Chapter when the Ventura and Santa Barbara Chapters merged in 2008.

Another CI Chapter winner is Daniel Wilson of Wilson Environmental Contracting which garnered two awards, one in Xeriscape and the other in Large Commercial/Industrial.

Congratulations to both Mike and Daniel for their awards and for "doing the CI Chapter proud." ■

Performance Nursery Hospitality Night July 18

• **Free Event to Include Tours, BBQ Dinner and Educational Speakers**

Don't miss the Performance Nursery Hospitality Night on Friday, July 18 from 6:00 p.m. 8:30 p.m. The event will feature a BBQ dinner courtesy of owner Tom Lucas, some special speakers, tours and great camaraderie. Members from surrounding chapters have been invited, including SFV, LA/SGV, SLO and Kern County. This is a FREE event, so bring your friends and associates. ■

Location Change for Written Certification Test

There has been a location change for the WRITTEN Certification Test scheduled for August 7. The new location is as follows:

Irwindale Community Center
16102 Arrow Hwy.
Irwindale, CA 91706

The test is set for Thursday, August 7, 2014, 1 to 3 p.m. Please call CLCA Headquarters (800) 448-2522 for more information.

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The Toro Company Celebrates 100th Anniversary

• Toro Day Named in Minnesota as the Company Celebrates 'A Century of Innovation'

The Toro Company celebrated its 100th anniversary July 11 as more than 2,000 employees, retirees, channel and business partners, and other valued guests gathered at the company's headquarters in Bloomington, Minnesota. Joining Michael J. Hoffman, Toro's Chairman and CEO, as he remarked on the company's rich history and the individuals and innovations that helped shape the company's success was Minnesota Governor Mark Dayton, who presented the official proclamation declaring "Toro Day" in the State of Minnesota, with Bloomington Mayor Gene Winstead.

"As we celebrate our first 100 years, it was truly gratifying to be surrounded by many of those who played such a significant role in the company's success," said Hoffman. "We are honored to have such talented employees around the world and individuals who have served the company throughout our history, along with great channel and business partners, who work every day to serve our customers and help advance our efforts in the industry."

"Part of the mentality of Toro is reaching out to its customers and to the communities, and developing high-quality products while strengthening your market through innovation," said Governor Dayton. "I don't think that the founder could have imagined 100 years ago that Toro would grow to be a Fortune 1000 company, or that more importantly, you'd be a leading corporate citizen in Minnesota. Your contributions to this state have been enormous."

Mayor Winstead added, "Toro is an important partner in the Bloomington community, and is a company that has endured because of its commitment to customer service and innovation."

Among the many events taking place, invited guests were able to see the unveiling of a new history display featuring an extensive collection of vintage products from throughout company's first 100 years – including the first Toro-branded piece of equipment, the legendary To-Ro power cultivator introduced in 1919. Also on display were many of the company's current products for golf courses, sports fields, parks and municipalities, construction, professional contractors, homeowners and agricultural growers.

During its centennial year, the company's many locations around the world have focused on giving back in communities where employees live and work. This has included Toro's '100 Acts of Caring' initiative, planting 100 trees in each Toro community worldwide, and a Centennial Legacy Grant Program supporting nonprofits in their efforts to beautify and preserve outdoor environments, and enhance green spaces.

Complete details of Toro's 100-year history can be found at www.toro.com/100, where viewers will find a centennial timeline and have the opportunity to share their Toro story from throughout the years. ■

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CLCA Joins Nor Cal Spring Trade Show

• Event Set For Feb. 12, 2015 in San Mateo, CA

The Nor Cal Spring Trade Show announces a new collaboration with the California Landscape Contractors Association for future years.

CLCA and the four Nor Cal Spring Trade Show CANGC chapters - Central, Monterey Bay, Peninsula and Redwood Empire, are pleased to announce that the two groups will be working in concert to create a trade show event that brings together both the nursery and landscape sectors of the industry. The new show will be called The Nor Cal Landscape and Nursery Show.

This collaborative show will reflect the common goals and inter-related business and career opportunities available in the industry. The new show will continue to give local as well as regional businesses a chance to showcase their products and services to a significant number of interested buyers. Nor Cal has always played a particularly strategic role for local businesses whose sole target market is the greater San Francisco and Monterey Bay areas as it is the only trade show opportunity available to them.

The first collaborative event will be held February 12, 2015 in Expo Hall at the San Mateo County Event Center located at 1346



Saratoga Street, San Mateo, CA 94403. A full hall of exhibits, seminar tracks and demonstrations will take place on the show floor. This one-day event will bring together all segments of the industry with its wide appeal.

For more information and to book space for this new dynamic event please contact Show Manager Margo Cheuvront at margoc@frontiernet.net or call (530)-458-3190. ■



PETER MEHIT
Author & Blogger

Five Qualities That Erase Fear

By Peter Mehit, author of the WordPress blog, 'Dispatches From The Front' wbpllc.wordpress.com

People like to focus on the company creating the next killer app or designing the next cool product, but when speaking of entrepreneurs as a class, the field is much bigger than the tiny number trying to create the next Facebook. Entrepreneurs are also the people starting the new coffee shop, the bicycle store and the java kiosk. Entrepreneurs are guys working a backhoe as a second job,

welders who buy their own rigs and book their own business. They're the people who have decided to fly their own flag instead of working for someone else.

Admittedly, there is a big gap between someone working in a 1099 world and founders raising equity investment. But there are a few things in common for everyone stepping into the world of entrepreneurship. They are *motivation, desire, ability, courage* and an *idea*. All of these qualities play out in an arena of risk. Risk, when not understood and managed, will become fear. Fear is the primary reason why people don't get into business. So an understanding of these five qualities is critical for any entrepreneur.

Motivation is the hardest quality to acquire. If you're working a six figure job and you're only mildly annoyed by it, it's going to be hard to give it up to pursue your own company. You can be

burning with desire for your idea, but if your partner is dead set against it, it is not likely you will go forward.

If you can't make your bills, you hate working for others or you just keep seeing ways to do things better and it makes you nuts, those may be strong enough motivators to get you started. Depending on how you were raised, meeting someone else's expectations can be a reason to start. Not a good one, but a reason. Proving something to someone can also be a powerful motivator.

The key question is this: Are the emotions attached to your motivation sustainable? You have to love what you do, or the reason you are doing it, or you won't endure. That's the main thing to remember. If you're ambivalent in your reasons for starting your business, you will eventually tire of the challenges and seek steadier surroundings.

Desire, or as angel investors like to call it, passion, is a much needed prerequisite for the entrepreneur. To understand why you need it, imagine this scenario: It's two-thirty in the morning. Your product has to be ready for pick up tomorrow morning at nine AM. Nothing about this order has gone right and now you're fixing all the mistakes your employees made while exercising your vocabulary of colorful adjectives. Just after you deliver to your customer, you get a phone call from a former coworker who wants to hook you

Continued on page 12



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Great Customer Walk-Throughs = \$\$\$ *By Ed Laflamme & Bill Arman*

One of the touch-points with the customer is having a walk-through and inspection of the job to see how you're doing. So, what are the 3 key areas in having great customer walk-throughs?

They are:

- **Preparation**
- **Presentation**
- **Follow up**

Let's take a look.

Preparation. Visit the job site to assess the current conditions before you have the walk through. Check with your team to get an idea of the site conditions, the work schedule, and the client status. Your team should know what's going on and should be able to give you a lot of great information.

Make sure the team is aware of the walk-through as far in advance as possible.

Another part of preparation is to review the job file. Some companies keep a file with any work orders, complaints, and other job-related information all in one place. If you keep a job file, review this first. Find out when the contract is due to be renewed and whether or not it is profitable. Check to see whether any money is owed from the client.

Presentation. During the walk-through, verify that any items from the last walk-through have been completed successfully and satisfactorily to your client's expected level. Ensure there are no outstanding items. During the walk-through, if there are any quality defects found, acknowledge them and make notes. (Taking notes is important on its own). Include the location of any issues and an estimated time required to remedy the problem.

If you use technology like an iPad, feel free to use it as part of the process. You could use it to take photos to document any issues, for example.

Probably the most important part of the presentation is to listen. Listen carefully to what the client is saying, and what their non-verbal reactions are too. Find out their needs and their problems and what you can do to solve those problems.

At the end of the walk-through, there are steps you can take to ensure it was successful. First, as soon as you can, summarize the points that were made in the walk through and go over them with the client. It's very important. Also review any pending work with the client, or any proposals that have not been approved yet. All of these items require preparation!

Also, during the presentation or at the end, always ask if the client

is completely satisfied. Try to get an honest answer. If there is anything they're not completely satisfied with, try to get it resolved.

Follow-up. Follow-up is probably the most important aspect of the walk-through. Answer the client's questions. Often they simply want to know: what will get done, when it will get done, and how much extra (if anything) it will cost. Get those answers quickly and provide a written follow-up to the client. At the most this should take no more than 5 days to send to the client. Ideally less, even within 48 hours if possible.

Ed Laflamme and Bill Arman are harvesters at The Harvest Group. They can be reached at (949) 466-8837 or visit www.harvestlandscapeconsulting.com. ■



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SFV/CI Awards Program Honors 'Best of the Best'



SWEEPSTAKES WINNER – Land Creations (Alfonso Castillo) was the big winner at the 55th Annual Landscape Beautification Awards celebration June 28. Presenting the Stuart Sperber Memorial Sweepstakes Award for Sponsor Valley Crest is Stephanie Olivieri.



PRESIDENT'S CHOICE Award goes to Gregory Davis & Associates, Jake Lamoureux (left) and Greg Davis (right). Presenting for Sponsor Green Thumb Wholesale Nursery is Nelson Colvin.



WELCOMING DUO +2 – Valley Crest Tree Company President Robert Crudup and wife Jill (right) welcome Mickey and Cindy Strauss and all the other attendees to Valley Crest's Specimen Tree Nursery in Sunland.



COLORSCAPE AWARD goes to Oak Ridge Landworks (Kevin Lydick). Presenting for Sponsor Ewing Irrigation Products is Nelson Colvin.



SFV & CI DUAL BOARD MEMBER Dan Dvorak is doubly pleased to be sharing the evening's festivities with his wife Robyn.



BOB MOORE MEMORIAL Award winner is Oakridge Landscape, Victor Valle (right). Presenting for Sponsor A-G Sod is Nelson Colvin.



EXCELSIOR AWARD goes to Cadre Landscape, Julio Lopez and Peggy Panossian. Presenting for Sponsor Birch Financial Equipment Finance is Nelson Colvin.



F.H. ARKLIN MEMORIAL Award goes to Oakridge Landscape, Victor Valle. Presenting for Southland Sod Farms is Norm Lopez.



SPECIAL EFFECTS Award goes to Land Creations, Alfonso Castillo. Presenting for Sponsor Norman's Nursery is Nelson Colvin.



HARDSCAPE AWARD goes to Land Creations (Alfonso Castillo, right). Presenting for Sponsor Landscape Contractors Insurance Services is Dan Dvorak.



SMALL RESIDENTIAL 'B' First Place is Zone 24 Landscaping, Beth Burns. Presenting is Sponsor John W. Vorbeck, making Beth laugh with another "Vorbeck-ism."



JUDGES THANKED – Presenting tokens of appreciation to Awards judges Wayne Cox (left) and Richard Sheffield (not shown) is State President and the evening's emcee, Chuck Carr.

'A Night of Stars' Shines on Area Landscapers



RENOVATION FIRST Place goes to Larson Landscaping. Receiving for Gordon Larson is Beth Burns. Assisting with the presentation — since Beth's Zone 24 is also the Sponsor — is Nelson Colvin.



MEDIUM RESIDENTIAL Outstanding Achievement goes to Oliver Holt Landscape, Oliver Holt (right). Presenting for Sponsor Kellogg Supply is Nelson Colvin.



LANDSCAPE LEGEND Oliver Holt and wife Regina have been to a number of these events, with each adding to Oliver's large awards collection.



MODEL HOMES First Place goes to Oakridge Landscape, Kevin Lydick (left) and Victor Valle (right). Presenting for Sponsor Gro-Power is Nelson Colvin.



COMMERCIAL LIVING FACILITIES OA Jonny Applesed Landscaping, Jon Goldstein with sons Gregory (left) and Jason. Presenting for Sponsor Toro is Scott Donoho.



LARGE COMMERCIAL/INDUSTRIAL OA Wilson Environmental Contracting, Daniel Wilson (right). Presenting for Sponsor Best/JR Simplot is Stephen Bitter.



FAB FOUR — Industry friends, Stephen and Lorry Bitter, Steve List and Norm Lopez catch up on the latest news during the Awards Reception portion of the evening.



DESIGN/BUILD FIRST Place is Gregory Davis & Associates, Richard Emery (left) and Greg Davis (right). Presenting for Sponsor Village Nurseries is Nelson Colvin.



PHOTO BUFF Adam Colvin and his mom Leslie will be enjoying the awards video as dad Nelson will be handling the awards plaque distribution and lot of other details.



PUBLIC WORKS INSTALLATION First Place is Stay Green, Inc., Eleazar and Maria Gallardo. Presenting for Sponsor Village Nurseries is Nelson Colvin.



SMALL RESIDENTIAL MAINTENANCE First Place is Zone 24 Landscaping, Beth Burns. Presenting for Sponsor Golden Oak Co-op is Nelson Colvin.



LARGE HOA MAINTENANCE First Place and OA Stay Green Inc., Eleazar and Maria Gallardo. Presenting for Sponsor FX Luminaire/Hunter Industries is Nelson Colvin.

Excellence, Craftsmanship and Professionalism Recognized



NIGHT LIGHTING 'A' First Place goes to multiple winner Daley Landscape (Elana and Michael Daley). Presenting for Sponsor SPJ Lighting is Kyle Hillendahl (center).



PUBLIC WORKS MAINTENANCE First Place goes to MSM Landscape Services, Mickey Strauss. Presenting for Sponsor DM Color Express is Nelson Colvin.



SMALL COMMERCIAL INDUSTRIAL First Place is Jonny Applesseed Landscaping, Jon Goldstein with sons Gregory (left) and Jason. Presenting for Sponsor DM Color Express is Nelson Colvin.



XERISCAPE FIRST PLACE goes to Wilson Environmental Contracting, Daniel Wilson. Presenting for Sponsor El Dorado Communications is John Hernandez.



NIGHT LIGHTING 'B' First Place Land Creations, Alfonso Castillo. Presenting for Sponsor Hollywood West Electric & Sales is Kyle Hillendahl.



SFV FIRST COUPLE – SFV President Alfonso Castillo and his lovely wife Lisbet enjoy the Awards Reception, not knowing that Alfonso would later walk away with the evening's top prize.



REGISTRATION TABLE is staffed early on by Jerry Robin (who also took photos) and his girlfriend Toban. Cindy Strauss pitched in later as well, helping with money collection.



MEDIUM COMMERCIAL MAINTENANCE First Place goes to Stay Green Inc., Eleazar and Maria Gallardo. Presenting for Sponsor Valvette Systems/ LittleValve is Ted Sirkin.



GROWTH COACH Jonathan Goldbill and resident philosopher Dave Junod, both regular contributors to this publication, network at the Awards Reception with Darlena Sirkin.



FLOWERS ARE IN – SFV Past Presidents Dave Junod and John Vorbeck do not need the latest in summer fashion shirts to be noticed. Their magnetic personalities take care of that just fine.



AWARD OF APPRECIATION is given by SFV Chapter to Bronwyn Miller for "assistance above and beyond" (photography, multi-media, etc.); presented by emcee Chuck Carr to John Hernandez receiving on her behalf.



FAMILY AFFAIR – CI Chapter sparkplug Claudio Sandoval, Jr. brought his entire family in support of the event. Shown with Claudio are wife Gabriela and children Brielle and Claude Anthony.

Five Qualities That Erase Fear *continued from page 9*

up at the new company he's working for. After an all nighter like this, a job with defined work and definite start and stop times will look really attractive.

Whether you take that job is dependent on if you see this all nighter as a step toward a better running business or a drag that reminds you how much you hate being responsible for everything. Your attitude is determined in large part by your passion for what you do, and what motivates you. If you let yourself be brought down or defeated by setbacks, that's a good indicator the passion is not there.

Ability is trickier. You can be highly motivated and extremely passionate and completely clueless. The difference is that you can hire or partner with people who have abilities that you don't. If you need design talent, you can find it. If you need help honing your managerial skills, it's out there.

You do have to have some competency that is directly related to the field of endeavor you're going into. For those starting companies with bank funding, it's simple. Most banks will not qualify you if you don't have industry expertise.

When raising investment, it's a little different. For example, if you're starting a mobile application company and your expertise

is in marketing, you can partner to get the other skills. If you are a designer, then you find the marketing, management and finance people you need to launch. Just know that you will not go it alone.

The bare minimum is: *You need to have the ability to know when you need help from others.*

Risk, when not understood and managed, will become fear. Fear is the primary reason why people don't get into business. So an understanding of these five qualities is critical for any entrepreneur.

Courage is the bright line dividing those who lead and the followers, the doers and the order takers. It's the motive force that moves you from thinking and planning to working and doing.

In the 80's I was a drummer in a progressive rock band. Most of the bands in club scene were either punk or eyeliner wearing, big hair bands that just busted out of the garage. Out of that class, there was one band that stuck out. Not because

their music was great, because in the beginning, they were average at best. It was how they were going about being musicians that attracted attention.

They lived together to save money so they could literally play every possible gig. They played shows to empty houses, on rainy nights, often the last band on at 1:00 a.m. They were everywhere playing all the time. They did their show with the same intensity regardless of how many people came to see them. Because they were not

Continued on page 13



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Five Qualities That Erase Fear *continued from page 12*

afraid, they just kept getting better. People would joke that the band was going to make L.A. love them. We laughed about that then. Over time, nobody laughed. Motley Crüe became a landmark of 80's rock and roll.

The deal with Motley Crüe was they were completely committed. They spent every minute of every day focusing on making it. They were passionate about what their music and audiences responded to it. They had the requisite skills needed to succeed. They were four guys living in a hovel motivated. Finally, they had the courage to show up at every venue, to play whether they were full or empty, friendly or hostile. And they did it for years and years before anything happened. When success came, it looked like it was overnight.

Courage is the glue that holds all the other qualities in place. It is the ability to act in the face of fear. Courage is what made the Crüe able to go into an empty night club at 1:00AM on a rainy night and play they were at a rock festival. Courage will maintain you when others say you are wrong, that you should give up, that your dreams won't work. Courage helps you see that every step, successful or not, is a dress rehearsal for a bigger victory.

I speak of an *idea* last because, surprisingly, it's the easiest part. If you have all of the qualities we discussed but no business idea,

don't despair. You can be part of bringing another person's idea into the world. Many great companies have incredibly strong co-founders getting things done. There are companies waiting for you if you're that person. If you can tolerate risk and want the freedom of running a business, you can have it if you want it as part of a team.

Motivation, desire, ability, courage and an idea, these are the minimum you need in your backpack when starting the journey of the entrepreneur. It is a hard journey, but worth it, if you've counted the cost before you start, embrace it fully and have the courage to follow through.

This article originally appeared in Caypen Magazine.

Peter Mehit, author and blogger, is a serial entrepreneur with experience in small business and Fortune 100 companies. His diverse experience started in the oil industry where he ran welding crews in his early twenties. He eventually built a career in information technology, business process design and outsourcing, working for some of the largest corporations in the world. He has directly participated in six start ups along with advising hundreds more. He is the author of 'Killer Business Plan' and is co-founder of Custom Business Planning and Solutions, a company that creates killer business plans, sources funding and helps companies run better in less steps. ■

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Toro's Equipment Discount Program Recognizes American Heroes

To recognize those who serve in the United States military, as well as those who serve their communities across the country, The Toro Company announces a new equipment discount program, called the "American Hero Program." Under the program, current or former members of the military, and current or former firefighters and police officers are eligible to save 18% off the manufacturer suggested retail price of Toro landscape contractor equipment.

"There are a number of people who have served or are serving in the military, or in their local communities as firefighters and police officers, that use our equipment professionally or at their own homes," explains Chris Hannan, Marketing Manager for Toro. "We wanted to develop a discount program to support these heroes."

To take advantage of the American Hero program, military members, firefighters, and police officers (with proper identification) can visit any participating Toro dealer to receive discounts on Toro landscape contractor equipment, including Z Master® zero turn mowers, Grandstand® stand-on mowers and walk-behind commercial mowers.



To learn more about the program, please visit www.toro.com/americanhero. To find a local Toro dealer, visit www.toro.com/dealer.

About The Toro Company

The Toro Company (NYSE: TTC) is a leading worldwide provider of innovative turf, landscape, rental and construction equipment, and irrigation and outdoor lighting solutions. With sales of more than \$2 billion in fiscal 2013, Toro's global presence extends to more than 90 countries through strong relationships built on integrity and trust, constant innovation and a commitment to helping customers enrich the beauty, productivity and sustainability of the land. Since 1914, the company has built a tradition of excellence around a number of strong brands to help customers care for golf courses, sports fields, public green spaces, commercial and residential properties and agricultural fields. More information is available at www.toro.com! ■

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14 July 2014 The Channel Islands Clipper

Resolving Conflicts Rationally and Effectively *By Jonathan Goldhill*

Have things become so bad that the phrase “resolving conflict rationally” sounds like an oxymoron in your family business or partnership? Are personality conflicts, disagreements over priorities, lack of communication and general difficult behavior over-coming good business? Particularly if yours is a family company, have issues from outside the workplace leaked into the business in a poisonous way?

I've found these challenges to be somewhat prevalent among the landscaping companies I've worked with, many of which are family-run small businesses. I have some tips to help you start resolving these conflicts effectively, and even avoid communications breakdowns and decision-making train wrecks.

• Good relationships come first.

- ☐ Good relationships are based on treating others with respect – even when you question their decisions and actions, silently or openly.
- ☐ Courtesy is the foundation of good communications – especially when you are feeling frustrated and even angry.
- ☐ Always communicating calmly helps everyone to remain constructive under pressure.

• Keep people and problems separate.

- ☐ This can be a challenge, but maintaining this mental separation is key to resolving disagreements.
- ☐ Take the names out of the equation when you are determining the basic facts of a problem. Perhaps part of the scheduled work was not done, or a partner missed an important meeting – regardless of who was involved, that's the situation as it is right now.
- ☐ Then, learn objectively from those who were most directly involved why the problem occurred. Lack of training; was dealing with an unrelated urgent situation in the business; etc. Do your best to minimize the emotional dimension.

• Listen first; talk second.

- ☐ Understand where the other person is coming from before defending your own position.
- ☐ Listen with an open mind. You may learn something important!
- ☐ Restate your understanding of the other person's position to be sure it's clear. This also helps increase your credibility in their eyes.
- ☐ State your own position calmly and matter-of-factly, without defensiveness.

• Agree on the facts.

- ☐ With as little emotion as possible, outline the objective facts that are agreed by everyone.
- ☐ Pay attention to the interests that are being presented.

- ☐ By listening carefully, you'll be more likely to understand why someone is adopting his or her position. Whatever your opinion of that reason (or reasons), treat it with respect.

• Explore the options together.

- ☐ Be open to the idea that a resolution may exist that combines more than one position, and that you can reach it together.
- ☐ In family businesses and partnerships, it can be too easy to give in to the emotional dimension and assume someone is just “being difficult.” But stopping at that point can harden the disagreement, rather than resolve it.
- ☐ Use the techniques listed above and you'll be far more effective in resolving conflicts productively. Avoid being sucked into the emotional storms and roadblocks. Stick to the proven professionalism in this article and protect your business from the fallout of intractable disagreements.

Jonathan Goldhill is a business coach, business owner, strategic sales and marketing specialist, father and husband. He grew several companies from nothing into multi-million-dollar businesses and has been helping entrepreneurs, and small- and medium-sized businesses ever since. He can be reached at (818) 716-8826 or online at www.thegoldhillgroup.com. ■



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MICKEY STRAUSS
SFV Chapter
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MSM Landscape

Legislation Committee Members Meet with Valley Legislator

Cal Water Bond and Other Issues Discussed with Assemblyman Raul Bocanegra D 39

The following letter was initially sent to State CLCA leadership:

This morning we had our meeting with Assemblyman Raul Bocanegra, D 39 AD at his district office. The participants representing CLCA were: Chuck Carr – State President, Pete Dufau – Director of Legislation, Mike Martin – Chairman of Leg Committee, Alfonso Castillo – SFV Chapter President, and myself – Past State President. Also in attendance was Marcos Sanchez – Field Rep for the Assemblyman.

Alfonso started the meeting by introducing our members and explaining why we wanted to meet. Alfonso then turned the lead over to Mike Martin. We gave the Assemblyman and his Field Rep. our presentation folder. I added to the folder a copy of AB 2434, since that was the bill that we used as a request to meet, our “White Paper” on AB 2416, and a copy of our letter to the Governor regarding Cal Water Bond.

The conversation started off right away talking about the drought and what CLCA has been and is doing about it. We told him we have been working to manage water long before the drought became an issue, at least 10 years. We told him about our certification program and our plan to set up a separate non-profit to accept grant money to train and educate employers and employees in the proper use of water. He was extremely interested in this program and asked for more information so he could help us pursue getting

us grant money. We also discussed “Cash for Grass.” We told him we supported AB 2434 and didn’t have a problem with removing lawns to save water.

We then talked about AB 2416 of which he said he voted for because of statements made by the author, which turned out not to be true. He was lead to believe that the three issues the Cal Chamber was concerned with had been amended out of the Bill when in fact they were not. He said that if the Senate Bill did not include the Cal Chambers amendments he would vote against it when it came up for a concurrence vote. He said he strongly supports small business and understands our hardships as employers and business owners.

Our discussion regarding the Water Bond issue became a North vs. South, rather than Democrats vs. Republicans. He said the only way a Water Bond issue would pass was if Democrats and Republicans work together to out maneuver the hands off the Delta force.

We mentioned the Governor should tap some of the money from the [controversial train project] to help fund California’s water crisis. He thanked us for our support for the Water Bond issue and said that if it passes the Legislature we will need to promote its passage if it gets on the ballot. Sales tax on services was never brought up or discussed.


Our contingent felt this was a very productive and positive meeting and felt we have established a good relationship with the Assemblyman. ■

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Time: Your Scarce Resource *By Jay McDowell*

For small business owners, time is a scarce resource. As the song by Steve Miller goes, "time keeps on slippin', slippin', slippin' into the future." Here are three suggestions to help you make the most of your time.

Recognize that time is indivisible. While you spend your time doing task A, you cannot be fully engaged with task B. If you try to multi-task, you should be aware of the time needed to shift mental gears. Unless the shifting requires minimal thought, you will not be as effective or as efficient as you could. One way to improve efficiency and to save time is to 'batch' similar tasks. Can you 'batch' your email and answer it at the end of the day? Or 'batch' your invoicing and do it once a week?

Understand the concept of opportunity cost. If you spend your time doing A, what opportunity is lost, monetary or otherwise, of not doing B (the next best thing for your time)? For example, if you work on accounting in the backroom of your retail store, what incremental goodwill and sales are you losing by not interacting with your customers on the sales floor?



Beware of your comfort zone. It may turn out that doing B is more valuable than doing A, but you avoid task B because it would take you out of your comfort zone. If you stay in the backroom to do accounting because you're more comfortable doing that than interfacing with customers and building goodwill and sales, you might be stuck in your comfort zone. It's time to break free, and accomplish what you need to do in the time you have.



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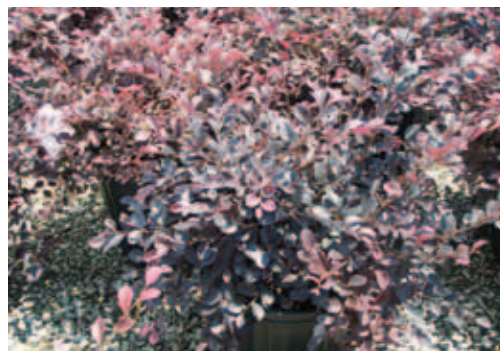
Purple Pixie – This is the only groundcover Loropetalum anywhere. Its dwarf size (1 ft. high x 4 ft. wide) and cascading flowers make it ideal for slopes, retaining walls, hanging baskets

and containers. Its showy pink flowers combine with rich purple foliage for dramatic color.

Purple Diamond – With a height of 3–4 ft., it is good for foundation plantings. It also maintains its purple leaf color longer without fading and under good conditions it will bloom year round. Showy pink flowers appear in spring.

Emerald Snow – This is the first green Loropetalum with white flowers. It grows to a maximum of 2–3 ft. tall with low arching leaves. Once established it never needs additional pruning. The plant is covered with pure white blooms in spring, with green foliage

and lime green new growth. It is excellent for accents, containers, hedges or mass plantings. It is also one of the rare loropetalums that has a fragrance.



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