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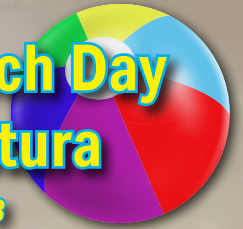
The Monthly Magazine of the
CLCA—Channel Islands Chapter

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THE NEXT EVENT

Family Beach Day July 9, Ventura

• Details on page 3



COVER PHOTO:

CI CHAPTER HOSTS LOCAL WATER EXPERTS

The Channel Islands Chapter hosted Ventura area water experts June 9 at a CI Mixer and Educational Event held at Ventura Coast Brewing Company. On hand to discuss the new California Water Restrictions, were (from left) Grant White from Ventura Water, John Brooks from City of Thousand Oaks, Steven Glenn from Ventura Water, and Derek Krauss from Las Virgenes Water District. (More event photos on page 2.)



SFV LANDSCAPE BEAUTIFICATION AWARDS DINNER

- Saturday, June 25
- Grand Vista Hotel,
Simi Valley. 5:30 p.m.
- Register at www.clcasfv.org.
– Calendar page

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CA Water Restrictions Hot Topic at CI Mixer in Ventura



CI PRESIDENT Kyle Hillendabl (right) welcomes water experts and over 30 attendees to the highly successful CI Mixer and Educational Event at Ventura Coast Brewing June 9.



WATER KEYNOTERS – Steven Glenn and Grant White from Ventura Water, John Brooks (speaking) from City of Thousand Oaks, and Derek Krauss from Las Virgenes Water District were very informative.



BOARD TRIO – VP Legislation and Past State President Pete Dufau, VP Membership Jaime Lopez, and VP Resource Management Claudio Sandoval, Jr. learn from the evening's knowledgeable water gurus.



SFV VIP and Past State President Mickey Struss (2nd from left) joined other attendees in the discussion regarding the new California water restrictions.



ASSOCIATE MEMBER REP Jake Bates of Quinn Company (center) joins Auxiliary President Cindy Strauss and others at the well-attended and timely Channel Islands Chapter Educational Event and Mixer.



PIZZA & WINGS SPONSOR SiteOne (Jaime Lopez and Evan Moffitt on right) are thanked by President Kyle Hillendabl and the rest of the hungry attendees.

BREWERY 5

PHOTO PIC 5 Jake, Cindy

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STATE AND LOCAL EVENTS

- June 25 Landscape Beautification Awards Dinner, Grand Vista Hotel, Simi Valley, 5:30 p.m. Organized by the SFV Chapter but all area members are invited to attend. Register at www.clcasfv.org, link is on the calendar page.
- July 7 CI Board Meeting via Zoom 4 p.m. CLCA members and friends welcome. Call a board member for the Zoom link.
- 9 CI Chapter Family Beach Day at Harbor Cove Beach in Ventura. Bring your beach towels, your lunch, and your kids; 12 noon. CI Chapter will provide water and sodas. CLCA members from other chapters are invited.
- Sept. 16 Channel Islands Chapter & Friends Deep Sea Fishing Trip, Hook's Landing, Oxnard, 5 a.m.
- 19 SFV Golf Tournament, Tierra Rejada Golf Club, Moorpark. Details TBD
- Oct. SFV Auxiliary Education Scholarship Auction TBD
- Nov. 9-12 CLCA Convention, Hyatt Regency Resort and Spa, Indian Wells, CA
- Dec. Christmas Party and White Elephant Gift Exchange TBD

Celebrate Summer with the CI Chapter

- **July 9 Family Beach Day at Harbor Cove Beach, Ventura**

Don't miss the CI Chapter Family Beach Day Saturday, July 9 at Harbor Cove Beach in Ventura. Things get started at 12 noon. Bring your beach towels, your lunch, and your kids. Water and sodas will be provided by the Chapter. CLCA members from surrounding chapters are welcome.

Harbor Cove Beach has its own parking lot, bathrooms, and a visitor center that is friendly for children. Visit <https://www.nps.gov/chis/planyourvisit/visitorcenters.htm> for information.

Call CI President Kyle Hillendahl at 805-864-0836 and let him know that you will be attending.



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KYLE HILLEND AHL
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Successful Educational Event in Ventura Draws 25+ Attendees

Our June 9th Mixer and Educational Event at Ventura Brewing was our first event since the Installation Dinner back in January. We had a great turnout of 25 plus people. Six Board Members were among the group that came to learn the latest news on water – and water restrictions – in Ventura and surrounding communities. SiteOne sponsored pizza and wings from Pizza Man Dan's, a favorite in the Ventura area.

We thank the three water districts that came out to teach. Stephen Glenn and Grant White

from Ventura Water started with their expectations of the mandates issued recently by the State of California. John Brooks from City of Thousand Oaks answered some questions regarding Ventura County. Derek Krauss from Las Virgenes Water District explained how field service representatives are helping residents to manage their water correctly.

We went over how California expects low amounts of rain for this year but to really prep for next year as well.

The focus of the discussion was getting people the training for how they're expected to manage water use and new installations. Upgrading to the newest clock and sprinkler heads will help. Also

discussed were ways to limit water waste, the use of drought tolerant plants, and the installation of drip systems as needed.

Attendees and water district speakers pledged to work alongside one another as a community to tackle conservation challenges together.

Don't miss our Family Beach Day July 9 at Harbor Cove Beach in Ventura. See you then. – Kyle

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Staying Ahead of the Changes By José Robles, Owner Landscape Warehouse

Life brings with it opportunities, and you must be prepared to act on them when they come along. You take the right classes, you get the right licenses, you align yourself with the right suppliers, and you make sure you can “staff up” when that opportunity becomes a reality. In a sense, you take control of the future by preparing for it today.

But what if the things that come along are out of your control? Then what? Take inflation, for instance. Everyone said it was coming. You could GET AHEAD of some of the changes it would bring – and limit the damage it costs businesses and other sectors of life – or you could sit around and watch your money erode. We chose to take action by stocking up while prices were low on some items and practicing wise inventory management with the rest.

Once we saw gas prices beginning to rise, we began to route our deliveries in ways that saves mileage and better manages our fuel costs.

Now we have these insane water restrictions to deal with. (I believe they're partly political.) We're an irrigation store, should we just close up until the rains come next winter? I don't think so. We just remodeled our Altadena store to better deal with the conservation needs of our customers and their clients. Other locations will

follow. We may even hold classes on best ways to manage maintenance accounts during this restriction period: best equipment to use, best supplements, best techniques, and more.

Even though much of this is out of our control, we can still prepare for them and

lessen their harm. We might even find new ways of making additional income. Like they say, “turning lemons into lemonade.”

Speaking of our Altadena store, drop by if you're in the area and let them know you read about them here. Check out our new lighting room and all our other renovations. They're located at 757 Woodbury Rd., Altadena; (626) 398-1799.



JOSÉ ROBLES
Owner
Landscape Warehouse



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SFV Roundtable Discussion a Big Hit

We very much enjoyed hosting the San Fernando Valley CLCA Chapter, and members of surrounding chapters at the SFV Marketing Roundtable May 26. There were great ideas from speakers and guests at our Van Nuys store, along with delicious food, a nice raffle, and lots of camaraderie. We'll have to do it again sometime. See you soon. – José

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Five Legal Issues That Could Sink Your Business

From an article in allBusiness by Atty Tony Crighton Small Business Attorney NYC

Owni... but it also carries its fair share of troubles and issues. Of all the issues that a business owner may face, perhaps none are more problematic than issues of a legal nature. This is perhaps because legal issues have the ability to easily kill a business, and depending on the nature of the issue, can affect the business owner in their personal capacity as well. The following are five potential legal issues that every business owner should be aware of:

Employment laws

Even the individual who starts out as a one-person business may eventually end up employing additional people as the business grows. Once this happens, the business has the added responsibility of ensuring everything regarding its relationship with its employees is handled above board and in line with any and all tenets of the law.

From number of working hours and work environment to time off and dismissals, there likely is a law that regulates these actions. It is up to the business owner to ensure he or she is aware of whatever these laws might be, and to ensure their business is not in violation of them. Ignorance of the law is no excuse.

...violation of consumer laws can have a devastating impact on a business, ranging from large fines being slapped against it to having its business license suspended...



Ethics laws

Ethics laws are arguably some of the easier laws a business may unwittingly run afoul of without realizing it is doing so. This is because ethics can be a "grey" area – what might be considered ethical to some may be considered unethical by others. If a business owner does not consider a business-related issue to be unethical, he or she may continue operating in such a manner when the law clearly thinks and says otherwise. And as the law is no respecter of persons, the person who conducts any unethical activity prohibited by law will likely be punished if caught.

Within the context of a business, ethics can apply to practically every functional business area: finance, human resources, sales and marketing, contractual agreements, and much

more. Thus, it's easy to see how a business easily can run afoul of an ethics law without knowing it.

One example of an unethical business practice is price fixing. Three local bakeries, for instance, may jointly decide on charging the same price for the bread they sell. When a number of companies collude to "fix" the price of a product they all sell, the government sees this

Continued on Page 7

~KURAPIA~

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Five Legal Issues, continued from Page 6

as reducing competition in the market and ultimately not being in the best interest of the consumer.

If a business violates ethical laws put in place by the government, it may simply be slapped with a fine or some other penalty for which it can easily recover from. However, other types of ethics violations may see the repercussions play out in the public space. In this age of social media and instant access to information, the credibility of a business can suffer in the eyes of its customers or with the general public that may refuse to do business with the company in question.

Customer protection laws

Customer relationships are often one of the most important factors affecting the success of a business. Yet, these relationships often can be delicate and fraught with difficulties. It is perhaps for this reason, and more, that laws were put in place to regulate and manage the relationships between consumers and businesses.

More often than not, laws are more likely to be on the side of the customer than the business. These laws are often designed to protect consumers from the unfair, and even abusive practices, of some businesses. Some of the customer protection laws that exist today cover a wide range of topics, including privacy rights, product liability, misrepresentation, and unfair business practices.

Just like any of the aforementioned areas of law, violation of consumer laws can have a devastating impact on a business, ranging

from large fines being slapped against it to having its business license suspended, as well as individual or even class action lawsuits.

Intellectual property laws

Today where the vast majority of businesses have some type and form of digital footprint, there is an increased risk of unknowingly violating an intellectual property law. Intellectual property laws are those laws that are designed to protect the intangible or "intellectual" creations of other people, and include things like music, literature, symbols, content, designs, and images.

Immigration audits

Businesses should be aware there are laws in place regulating the employment of non-citizens or non-permanent residents of the United States, and violation of such laws often carry stiff penalties. The U.S. government may conduct surprise immigration audits and can impose large fines on companies found to be in violation of immigration-related laws. The onus, therefore, rests on the business owner to ensure its employees have the legal right to work in the country.

Conclusion

In addition to the areas mentioned, there are numerous other legal issues a small business could be faced with related to tax, competition, licensing, and more. It is important to be proactive in knowing what the laws are and how violating them could affect your business.

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MARK MATTESON
Sparking Success

Freedom from Fear From an article by Mark Matteson, Sparking Success

If you find yourself full of fear, try the following Five Strategies that appear in my book, "Freedom from Fear."

- 1) F.E.A.R. is an acronym. False Evidence Appearing Real. It's a feeling and feelings are not facts. Moreover, they are temporary.
- 2) Did you know that one square mile of fog is only 12 ounces of water? When we are driving our car and we come across a fog bank, most people slow down, some even stop. It's only water. It's temporary. Fog is like Fear, it comes in many forms: doubt, worry, indecision, anger, judgment, prejudice and hate. Slow down, take a breath, and ask, "What am I afraid of?"
- 3) Ask yourself, "What is the worst thing that could happen if what I am worried about comes true?" Write it down. Then ask "IF then..." If then, could I live with that? Would I survive?

4) Make a list of all the things you are worried about. Write them all down. Then come back tomorrow and see how you feel. Colin Powell would do this when he was five star general. He said, "Things always look different in the morning."

5) The opposite of FEAR is FAITH. F.A.I.T.H. is also an acronym: Forgiving, Accepting, Intentional, Thankful, Humble! Have faith. Pray and Meditate. If prayer is talking to God, meditation is listening.

Babe Ruth said, "Never let the striking out get in your way." He ought to know. He holds the record for the most strikeouts, 1,330! He also hit 714 Home Runs. The most painful and debilitating fear is the unknown. Get the facts from the right sources.

Mark Matteson is an inspiring speaker and the author of the international bestseller, Freedom from Fear, now in its third edition. His company, Sparking Success, is located in Edmonds, WA. Phone: (206) 697-0454.

Slow down, take a breath, and ask, "What am I afraid of?" ...Ask yourself, "What is the worst thing that could happen if what I am worried about comes true?"

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