



Clipper

The Monthly Magazine of the
CLCA-Channel Islands Chapter

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Learn all about the CORE Program and Battery Powered Landscape Equipment

- Tuesday, February 28, 4-6 p.m.
- SiteOne, 4760 Carpinteria Ave., Carpinteria
- CI Chapter FREE event – all local chapters invited
- Details on page 2



NEW HR LAWS presented by LCIS Thursday, March 9

- Ewing-Glendale, 4552 Colorado Blvd.
- CI and LA/SGV members invited to attend

CHANNEL ISLANDS 2023 Board (partial) is shown after being inducted at the SFV/CI two-Chapter Installation Jan. 26 at SiteOne-Canoga Park. They are Treasurer John Hernandez, standing in for V.P. Membership Jaime Lopez is SiteOne's Dennis Aguirre, President Ivan Salazar, V.P. Legislation Pete Dufau, and Board Chairman Kyle Hillendahl. The event also featured a presentation by Milwaukee Tool regarding battery operated landscape equipment. (More Installation photos on page 5.)

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Join the Channel Islands Chapter of CLCA for their Kick Off Event

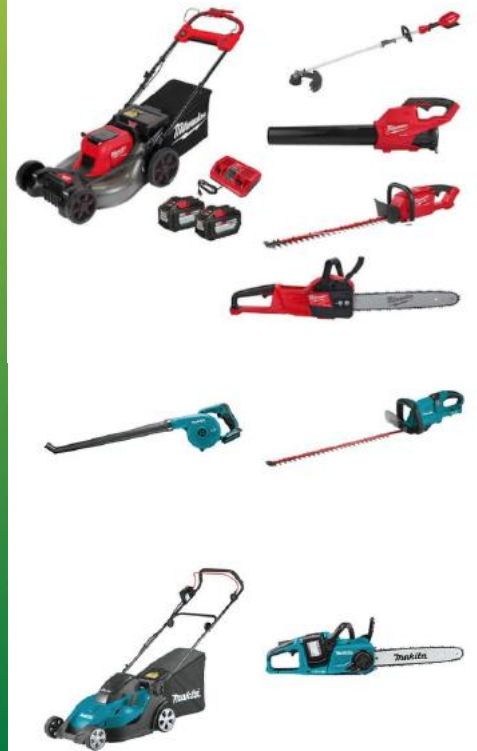
Let's talk about the CORE Program

Tuesday, February 28, 4 - 6 P.M.

All Around Landscape, A SiteOne Company
4760 Carpinteria Ave, Carpinteria, CA 93013

Plan to join us for the Channel Island's Kick Off event to learn more about the California Core Program and how it can help you. We will have representatives from Milwaukee and Makita teach us all the ins and outs.

This event is FREE to attend. There will be tacos, drinks, and great people!!!



Battery Powered tools are the future. Be prepared for the future by attending this event and learn about the Clean Off-Road Equipment Voucher Incentives.

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**To RSVP or for more information contact:
Ivan Salazar (818) 232-1090 or Kyle Hillendahl (805) 864-0836**



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STATE AND LOCAL EVENTS

- Feb 28 "Learn all about the CORE Program and battery powered landscape equipment" from Milwaukee Tool and Makita reps. All Around Landscape, a SiteOne Company, 4760 Carpinteria Ave, Carpinteria. 4-6 p.m. Free event includes dinner. Other area members invited to attend.
- Mar 7 Board Meeting via Zoom, 4 p.m.
- 9 New HR Laws by LCIS at Ewing-Glendale. Located at 4552 Colorado Blvd., Los Angeles. CI, SFV and LA/SGV members invited to attend. Details TBD
- Apr 6 Board Meeting TBD
- 11-12 Legislative Conference, Sacramento (Tentative)
- 27 "How to Prepare Your Projects with the Current Water Restrictions." 5-7 p.m. Possible LADWP speaker and others at Landscape Warehouse-North Hollywood 11311 Hartland St. Free event, includes dinner. All area chapters invited. Details TBD
- May 4-6 SFV Regional Landscape Awards Judging
- June 10 Beautification Awards Banquet. Monterey Concessions at Encino Golf Course. Details TBA.

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**IVAN
SALAZAR**
*CI Chapter President
Groundcare
Landscape Co.*

Excited for the New Year

Hello CLCA Channel Islands Chapter members. Last year was one of growth and learning. This year I'm excited to be the new President of the Channel Islands Chapter of the CLCA. I believe we have a great board and look forward to continuing learning from everyone. I know that we will all do our part to put on fun/educational events and help grow the Association and the Chapter.

Our goal this year is to bridge the gap between our local area chapters including Channel Islands, San Fernando Valley and LA/SGV. Our Channel Islands Kick Off Event is set for Feb. 28 at All Around Landscape in Carpinteria where we will have representatives of Milwaukee and Makita teach us the ins and outs of battery operated landscape equipment and the California CORE Program. (See flyer on page 2.)

Our goal this year is to bridge the gap between our local area chapters including Channel Islands, San Fernando Valley and LA/SGV. Our Channel Islands Kick Off Event is set for Feb. 28 at All Around Landscape in Carpinteria...

We are working with the San Fernando Valley Chapter to set up an event on March 9 at Ewing-Glendale that will discuss new HR and other Laws. The event is presented by LCIS. We are also collaborating with SFV on another event April 27 at Landscape Warehouse-North Hollywood. That event will discuss the changing water restrictions, so that they will be more centralized between all three chapters.

Judging for the Beautification Awards hosted by the SFV Chapter will be in May this year so start getting your sites ready if you're planning to enter. Don't forget to add us on Instagram and Facebook for event details. I look forward to meeting all our members at these events.

It won't be easy but if we all pull together, I know we can accomplish this and so much more. All I can say is thank you for trusting and showing faith in me. I assure you that I will put all my effort, skills and resources to good use in the service of our Chapter and its members. — Ivan

~KURAPIA~

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CI and SFV Boards Installed by State President Evan Moffitt



INSTALLATION OF OFFICERS at the SFV/CI two chapter Installation is officiated by State President Evan Moffitt at SiteOne-Canoga Park Jan. 26. SiteOne was a Sponsor of the event.



DUAL CHAPTER BOARD MEMBERS include (Front Row) Kyle Hillendahl (CI), Klaus Kumme (SFV), Installing Officer and State President Evan Moffitt; (Back Row) Dennis Aguirre standing in for Jaime Lopez (CI), CI President Ivan Salazar, SFV President Francisco Salazar, Mickey Strauss (SFV), Natalie Balyasny (SFV), Pete Dufau (CI), and Rene Emeterio (SFV).



PRESIDENTIAL DUO – Channel Islands President Ivan Salazar and San Fernando Valley President Francisco are brothers and presidents of neighboring chapters. Talented and hard working both. Congratulations.



PAST STATE PRESIDENTS Mickey Strauss (SFV) and Pete Dufau (CI) continue to remain active in their respective Chapters, taking on important board positions and providing wise counsel.



CI ASSOCIATE MEMBER REP Jake Bates of Quinn Company and outgoing CI President Kyle Hillendahl were keys to CI's success in 2022 and will continue to help CI have a banner year in 2023.



SPONSOR MILWAUKEE TOOL'S rep Bradley Herzog (center) discusses battery powered landscape equipment and the California CORE program that makes funds available for battery powered and electric equipment.



SITEONE rep Eric McGinnis gets into the technical end of the discussion regarding battery powered equipment and the CORE program. SiteOne was also an event Sponsor.



LIFE MEMBER Tom Lucas of Performance Nursery has served on both CI and SFV Boards, and is now SFV V.P. Programs. Rene Emeterio is an SFV Past President and presently serves as an SFV Chapter Director.



PAST SFV PRESIDENT and present Chapter Director Klaus Kumme enjoys chatting at the unique Installation Dinner with Boething Treeland Nursery rep and landscape architect Greg Sullivan.



LCIS FRIENDS & VIPS include Past State and SFV President Mickey Strauss, LCIS rep Brian Arnold, SFV Secretary and LCIS rep Natalie Balyasny, and Past SFV President and current Chapter Director Rene Emeterio. We appreciate the continued Sponsorship and involvement of Landscape Contractors Insurance Services in all of our Chapter activities.



**MARK
MATTESON**
Sparkling Success

Smile *From an Article by Mark Matteson, Sparkling Success*

"Most people are about as happy as they make their mind up to be." — Abe Lincoln

What is it about a smile that changes our mood? Did you know it takes 13 facial muscles to smile, 47 to frown? Evidently, some people don't mind the extra work! My late childhood friend Ron Haight had a nick-

name. It was given to him when we were 11 years old. "CHEESE." He had a big toothy perpetual grin. Ron loved to laugh. He saw the world differently from most people. He was always smiling. Always happy.

"Don't cry because it's over. Smile because it happened." — Dr. Seuss

"We shall never know all the good a simple smile can do." — Mother Teresa

My granddaughter Penelope is six years old. She has a smile that could charm a cat off a fish truck. Have you ever been in a waiting room when a mother comes in with a baby? It only takes about five minutes for the mood to change in the room. Mature, stuffy, businessmen turn into silly, childlike clowns trying to make the baby

smile. The native Americans in Alaska believe a baby doesn't have a soul until it smiles for the first time.

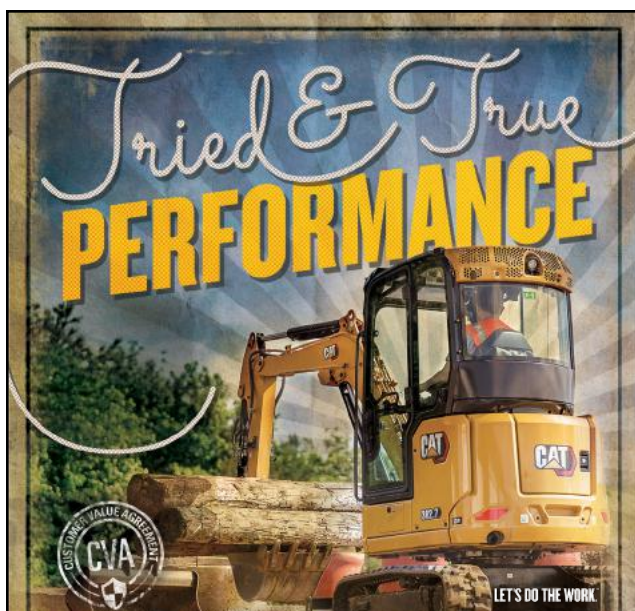


I used to be negative, frowning, sullen, and brooding as a child. Friends like Ron changed that for me. He made me rethink my attitudes and behaviors.

Why should I smile? That's a fair question. Here are 10 reasons to make smiling a lifelong habit. It takes 21 days to form a new, positive habit.

- 1) Optimists live longer than pessimists do and have a better time along the way.
- 2) You will attract positive and smiling people to you. Birds of a feather...
- 3) You will become more attractive to the opposite sex.
- 4) You will have more fun. You will find people smiling back at you.
- 5) By able example, your children and grandchildren will pick up on it, and they will smile more.
- 6) Your health will improve. Endorphins are released, and a relaxation response comes over the body. Your immune system improves.

Continued on Page 10



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Leadership Conference Draws New and Veteran Chapter Officers



CLCA 2023 STATE BOARD is presented to attendees after their induction during the Leadership Conference Jan. 24-25 at the Holiday Inn in Sacramento. Led by President Evan Moffitt (right) and Immediate Past President Megan Rios (third from left), they all either conducted or participated in the various interesting and educational Conference breakout sessions.



REGULAR MEMBER OF THE YEAR award is presented to Alex Salazar by State President Evan Moffitt as part of the CLCA Leadership Conference.



PRESIDENTIAL TRIO – Salazar brothers Francisco (SFV), Ivan (CI), and Alex (LA/SGV) are either present or Past Chapter Presidents. Alex currently serves as Secretary/Treasurer on the State Board.



ASSOCIATE MEMBER OF THE YEAR is Mike Madewell of Hunter Industries. The award is presented by President Evan Moffitt as part of the Leadership Conference Recognition Luncheon.



MILWAUKEE TOOL rep Bradley Herzog has some fun at the Conference with social media guru Bronwyn Miller and Blake Boyd of the Orange County Chapter.



IMMEDIATE PAST PRESIDENT Megan Rios receives an award and many thanks for her outstanding leadership as CLCA President in 2022. Presenting is Past State President Regan Barry.



BLUE SKY VISIONING break out session was the most popular. It generated scores of great ideas on many aspects of the Association, and discussed which activities were most successful at the chapter level.



CLCA STAFF led by Executive Director Sandra Giarde (third from right) is recognized at the Conference for tireless efforts made even more difficult because of the Covid restrictions.



ALLEGIANCE AWARD, the highest award offered by CLCA, goes to Past State President Heath Bedal for his dedication, service, and commitment. Presenting is President Evan Moffitt.



CLCA VETERAN and Past President's Council Director Henry Buder, Mike Madewell of Hunter Industries, and State President Evan Moffitt chat just before Mike won his AM of the Year Award.



ANOTHER ALLEGIANCE AWARD goes to Past State President Steve Jacobs. Presenting the highest award CLCA offers is President Evan Moffitt.



RICH ANGELO
Founder
Stay Green Inc.

A Sense of Urgency

The founder of a highly successful company was asked what it took to succeed. He said, "It takes the same thing it took to get it started — a sense of urgency."

The people who make things move in this world share this same sense of urgency. No matter how intelligent or able you may be, if you don't have this sense of urgency, now is the time to start developing it.

The world is full of very competent people who honestly intend to do things tomorrow, or as soon as they can get around to it. Their accomplishments, however, seldom match those of the less talented who are blessed with a sense of urgency.

On the Lighter Side – Humor Courtesy of Will Rogers

Will Rogers, who died in a 1935 plane crash, was one of the greatest political sages this country has ever known. Enjoy the following:

1. Never slap a man who's chewing tobacco.
2. Never kick a cow chip on a hot day.
3. There are two theories to arguing with a woman. Neither works.



WILL ROGERS IN 1922

4. Never miss a good chance to shut up.
5. Always drink upstream from the herd.
6. If you find yourself in a hole, stop digging.
7. The quickest way to double your money is to fold it and put it back into your pocket.
8. There are three kinds of men: The ones that learn by reading. The few who learn by observation. The rest of them have to pee on the electric fence and find out for themselves.
9. Good judgment comes from experience, and a lot of that comes from bad judgment.
10. If you're ridin' ahead of the herd, take a look back every now and then to make sure it's still there.
11. Lettin' the cat outta the bag is a whole lot easier'n puttin' it back.
12. After eating an entire bull, a mountain lion felt so good he started roaring. He kept it up until a hunter came along and shot him. The moral: When you're full of bull, keep your mouth shut.

ABOUT GROWING OLDER...

First ~ Eventually you will reach a point when you stop lying about your age and start bragging about it.

Second ~ The older we get the fewer things seem worth waiting in line for.

Third ~ Some people try to turn back their odometers. Not me; I want people to know 'why' I look this way. I've traveled a long way, and some of the roads weren't paved.

Fourth ~ When you are dissatisfied and would like to go back to youth, think of Algebra.

Fifth ~ You know you are getting old when everything either dries up or leaks.

Sixth ~ I don't know how I got over the hill without getting to the top.

Seventh ~ One of the many things no one tells you about aging is that it's such a nice change from being young.

Eighth ~ One must wait until evening to see how splendid the day has been.

Ninth ~ Being young is beautiful, but being old is comfortable.

Tenth ~ Long ago, when men cursed and beat the ground with sticks, it was called witchcraft.

Today it's called golf.

Also ~ Never squat while wearing your spurs.

Finally ~ If you don't learn to laugh at trouble, you won't have anything to laugh at when you're old. Amen.

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Attorney General Warns Against Price Gouging in Aftermath of Winter Storms

California Attorney General Rob Bonta recently issued a consumer alert warning Californians to beware of fake and unlicensed contractors soliciting their services to Californians affected by damage from the recent winter storms.

In the alert, Attorney General Bonta urges Californians to take precautions by hiring only licensed contractors and reminds businesses that price gouging during a state of emergency is illegal under Penal Code Section 396. As noted by the Contractors State License Board (CSLB), anyone who contracts for work in a state or federal natural disaster area without an active state contractor license may be subject to felony charges.

"As Californians recover from the devastating storms, the last thing they should worry about is being scammed by bad actors," said Attorney General Bonta. "We will not tolerate those who take advantage of consumers during this time of struggle for many. I urge all Californians to be diligent and do their research before making any kind of home repair through a contractor. Additionally, if you believe you have been a victim of price gouging, report it to your local authorities or to my office at oag.ca.gov/report."

"Disaster survivors take a huge risk when they hire unlicensed

contractors," said CSLB Registrar David Fogt. "Most are not properly insured and likely don't have the skills or knowledge to perform the work. It is important to verify on CSLB's website the

person you are working with is included on CSLB's license records."

Don't Fall Victim to Unlicensed Contractors

The California Department of Justice works closely with the Contractors State License Board (CSLB) to ensure residents do not fall victim to unlicensed home reparation and reconstruction services. As a reminder, CSLB encourages everyone to check all contractors' license numbers on the CSLB website and

CSLB encourages everyone to check all contractors' license numbers on the CSLB website and check each contractor's pocket license to confirm the listed personnel on the license.

check each contractor's pocket license to confirm the listed personnel on the license. Complaints against contractors for unlicensed practices and other violations of contractor's license law can be filed online.

Additional tips and recommendations from CSLB:

- Don't rush into repairs or cleanup, no matter how badly they're needed.
- Don't sign over any payment checks from your insurance company.

Continued on Page 13

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Smile from Page 6

- 7) You will earn more money and influence others in ways you can't imagine now.
- 8) It's a simple and fast way to make a great first impression.
- 9) You will sell more of your products or services.
- 10) You will become a more effective coach, salesperson, manager, or teacher.

Happiness is an inside job.

Elbert Hubbard gave us some great advice back in 1914. "Whenever you go out-of-doors, draw the chin in, carry the crown of the head high, fill your lungs to the utmost; drink in the sunshine; greet your friends with a smile and put soul in every handclasp. Do not fear being misunderstood, and do not waste a minute thinking about your enemies. Fix firmly in your mind what you would like to do, and then, without



veering off direction, you will move straight to your goal.

"Keep your mind on the great and splendid things you would like to do, and then, as the days go gliding by, you will find yourself unconsciously seizing the opportunities that are required for the fulfillment of your desire. . . Preserve a right mental attitude, the attitude of courage, frankness, and good cheer. We become like that on which our hearts are fixed."

I am writing this to myself, as a reminder. Smile Mark. Life is short. Too short not to SMILE. . . Thanks CHEESE. I miss you every day.

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

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Yes, water restrictions are a big pain in the backside. But they can also provide a healthy new income stream for you. How? By your getting educated about ways to save water in the landscape which can make you a hero to your clients.

I learned early on in life that education is a key factor in becoming successful in just about every field of endeavor, including landscaping. I first learned from employers and staff members in landscape companies who knew what they were doing. Then I began taking classes in a variety of landscape related subjects, and eventually became an instructor in those classes. This was a very fulfilling part of my life, as I really enjoyed helping my students grow from everyday gardeners to landscape professionals. I still enjoy it, teaching a class or two about current important topics in the landscape industry.

That brings me to the subject at hand...how to turn the current wave of water restrictions into cash for you. Since the restrictions began, Landscape Warehouse has seen a dramatic increase in the sale of drip irrigation supplies due to landscapers' efforts to decrease water consumption in their clients' homes and businesses, as mandated. That's good because I'm in the business of selling irrigation supplies. What is not good is that many of the folks buying this stuff don't have a clue

as to how, where, and how much they need to install it properly and most efficiently. They are installing throughout the whole yard randomly, rather targeting specific areas, plants and trees. I can tell by how much of it they are buying.

This is where making additional income comes in. If you can become educated in the best

...becoming educated on how to deal with these water restrictions will make you a real water conservation professional which sets you above the competition, and for which you can charge more for your expert services.

practices of irrigation project design and installation – both above ground and drip – then you will save money by not buying supplies you don't need, and you can show your current and prospective customers dramatic savings in their water bills. You can also help them avoid fees and fines from water runoff due to improper installation and over watering. Also, you can let your clients know that there are currently no restrictions

on drip irrigation in certain areas so its use is not limited to specific days and times. Additionally, the watering of trees is also exempted in certain cities.

So, becoming educated on how to deal with these water restrictions will make you a real water conservation professional which sets you above the competition, and for which you can **charge more for your expert services.**

Water Restrictions Educational Night April 27 at Landscape Warehouse-North Hollywood

To learn more about these water restrictions and how to deal with them, Landscape Warehouse is Sponsoring an educational presentation "How to Prepare Your Projects with the Current Water Restrictions," at our North Hollywood store. Hosted by the San Fernando Valley Chapter of CLCA, the event was originally scheduled for March 23. It has been rescheduled for April 27 at 5 p.m. to give surrounding CLCA chapters additional time to add it to their events schedule.

Landscape Warehouse-North Hollywood is located at 11311 Hartland Street – (818) 287-8866. This educational event is FREE to CLCA members and friends from the San Fernando Valley, Los Angeles/San Gabriel Valley and Channel Islands Chapters, plus other interested gardeners, landscapers, and community members. We will also be providing food and refreshments at the event. Details are still being worked out, but plans include featuring speakers from LADWP and other local water providers.

We will also be announcing a schedule of classes about various aspects of irrigation and other important areas of landscaping, so stay tuned. Hosting educational events such as these will ensure that Landscape Warehouse customers can continue to grow in knowledge and professionalism, as well as in their bank accounts. — José



JOSÉ ROBLES

Owner
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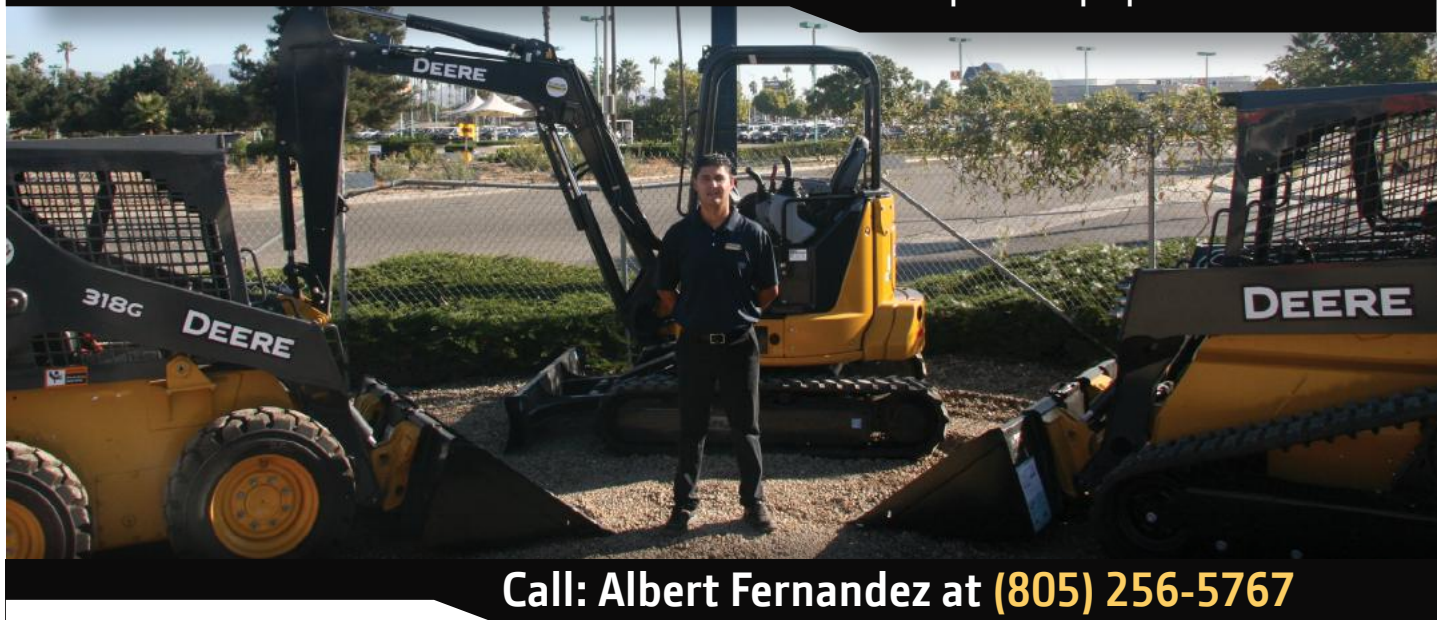
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Two Proven Sales Presentation Strategies to Wow Your Audience

From an article in *allBusiness* by Chris Bacon founder of Hire Sales Talent

Selling is all about presentation. Whether you are pitching a potential client or presenting product information to a team, the ability to effectively communicate and persuade is key. Contrary to popular belief, you don't need to be born with stellar presentation skills; great sales presentation strategies can become second nature through hard work and practice. Here are two tips to help you improve your presentation skills.

I. Use Storytelling Techniques

The best salespeople are often the best storytellers, and the best storytellers are often the best salespeople. People are more likely to remember and be moved by a story than by a list of facts and figures. Use anecdotes, examples, and case studies to illustrate your points and make them more relatable.

The key is capturing your audience's attention. People are busy and have short attention spans. While this doesn't mean being obnoxious is the answer, you need to do something to stand out, such as a bold intro, the use of visuals, or establishing your credibility in a given subject.



2. Engage Your Audience

Don't just stand at the front of the room and talk at people. Instead, try to involve the audience in your presentation. Ask questions, encourage feedback, and use interactive elements like polls or quizzes to keep them engaged. And you can do the same for video calls.

Make sure to leave dedicated times for questions throughout your presentation. A good rule of thumb is that you should never present material for longer than 15 minutes without engaging your audience in some way, shape, or form.

Study other people's presentations on YouTube. You'll notice that the best speakers are constantly engaging with their audience. They're commenting on behaviors, asking questions, making people raise their hands. Why? Because it keeps the audience on the edge of their seats.

Try working these techniques into your presentation. **Bonus tip:** Leave time for a Q&A at the end of your session. For an audience member, there's nothing worse than leaving a presentation without having their questions answered.

Price Gouging *continued from Page 9*

- Hire only California-licensed contractors. Ask to see the license. The license number must be on all ads, contracts, and business cards.
- Don't pay more than 10% down or \$1,000 – whichever is less.
- Don't pay cash, and don't let the payments get ahead of the work. Only pay for work as it is completed to your satisfaction.
- Avoid making the final payment until you're satisfied with the job.

Price Gouging Laws Remain in Effect

California law generally prohibits charging a price that exceeds, by more than 10%, the price of an item before a state or local declaration of emergency. For any item a seller only began selling after an emergency declaration, the law generally prohibits charging a price that exceeds the seller's cost of the item by more than 50%. This law applies to those who sell food, emergency supplies, medical supplies, building materials, and gasoline. The law also applies to repair or reconstruction services, emergency cleanup services, certain transportation services, freight and storage services, hotel accommodations, and rental housing. Exceptions to this prohibition exist if, for example, the price of labor, goods, or materials has increased for the business.

Violators of the price gouging statute are subject to criminal prosecution that can result in a one-year imprisonment in county jail and/or a fine of up to \$10,000. Violators are also subject to civil enforcement actions including civil penalties of up to \$2,500 per violation, injunctive relief, and mandatory restitution. The Attorney General and local district attorneys can enforce the statute.

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How to Use Your Intuition in Business From an article by Stacey Hagen

The more you cultivate and use your intuition, the stronger it becomes, and the more natural it will be for you to experience receiving intuitive information. Here are some ways you can use your intuition in business to make better decisions.

- 1. Know yourself.** A wise person once said, "You've got to stand for something or you'll fall for anything." Knowing yourself means knowing what you stand for: your values, your convictions, your deal-breakers. It's commendable to be flexible and to go with the flow, but if you don't know what you stand for, you can be pulled in any direction, and not necessarily the one that best serves you.
- 2. Listen to your inner voice.** It's only natural that we reach out to others for advice when we're confused. But ultimately, no one knows you better than you. Trust that you already have the answer. Listening to your intuition is often easier when you can quiet your mind. Allow yourself to spend some time alone in thoughtful reflection or meditation.



- 3. Trust yourself.** That means paying attention to any red flags and not discounting them. It also means willing to lean in if you feel a strong call to something. Intuition doesn't always seem rational, but the more we can tune into it, the more we can learn to follow the signs and trust the path.

- 4. Be patient.** If no answer comes to you clearly and immediately, don't stress about it. Simply practice remaining open. (I like to say, "When in doubt, wait it out.") Allow things to unfold in their natural time. Ask yourself if there's a chance you already know the answer. You might be surprised.

- 5. Release control and need to be right.** People have a tendency to focus on making the "right" choice and put a lot of pressure on themselves to do so. We assume that one choice will automatically lead us down a path of sunny skies and rainbows, and that the other path will ultimately lead to despair and depression. Let go of that pressure to make the right choice and commit to an aligned choice. Anytime we make a choice, we leave behind the road not taken. When you trust that the path you have chosen is the one that's best for now, you can let go of the other choices and move forward.

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