



OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • www.clca-orangecounty.org

Cover Photo: Bolsa Row Condo by 2023 award-winning contractor Mariposa Landscape.

OC VISION
C/O CLCA - Orange County Chapter
P.O. Box 12044
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California Landscape Contractors Association - Orange County Chapter



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Preparing for the New Year



Dave Horton
So Cal Concepts
Chapter President

December marks the end of another year. Time sure flies when you're busy in your business and personal life. As I prepare to close out the year, I like to reflect on what was accomplished. What worked and didn't work. Which employees did their job and stood out. Which ones didn't. I look at what I can do to improve my leadership and the leadership of my supervisors.

Reflecting on these things helps me to create goals and a roadmap for the coming year. Some top priorities for me in 2024 include employee training, sales, office organization, and business relationships.

Employee training is always on the top of my list. I'm constantly looking for ways to improve my crew, giving them what they need to be successful at their jobs.

Sales is an important one too. I consider whether past techniques are going to work in the coming year. Forecasting future work helps me to determine how aggressive our sales need to be at the beginning of the year. Deciding what

size jobs we need and how to fit them into the schedule is crucial. Having a balanced workload ensures our customers get our best.

Keeping an organized office is critical. Over the years I've learned to purge. Keeping unnecessary files, plans, and general accumulation just bogs everything down.

Business relationships are another priority for me. Deciding what relationships with suppliers and vendors I want to build on in the new year is important. I consider what worked well and who I can partner with to help my company stay up with new products and techniques. From masonry products, to lighting, to the newest plants, it's important to me that we offer our customers the most current products available.

Good luck to everyone in the CLCA. I hope you have a productive, safe, and profitable year. ~Sincerely, Dave

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2024 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
Jan. 10	2024 OC Kickoff Meeting, Costa Mesa. Karl Strauss Brewing Co.: 901 South Coast Drive. Register at www.clca-orangecounty.org .
Feb. 15	OC Lunch & Learn, San Juan Capistrano. Topic: Drip Irrigation with Allister Cooney. Ewing Outdoor Supply: 26031 Avenida Aeropuerto.
March 20	OC Lunch & Learn, Santa Ana. Topic: Artificial Turf Installation. SmartTurf: 2120 Ritchey Street.
March TBD	OC Bowling Event, Details TBD.
April 18	OC Golf Tournament, Rancho Santa Margarita. Tijeras Creek Golf Club: 29082 Tijeras Creek.

OC Chapter Kickoff is January 10 at Karl Strauss Brewing Co., Costa Mesa

Connect with CLCA professionals who can help you grow professionally!

Plan to join us on January 10 at Karl Strauss Brewing Company in Costa Mesa to learn about the exciting things we've got planned for 2024. Don't miss this great networking event where you'll have the opportunity to connect with CLCA professionals who can help you grow, both professionally and personally.

The meeting will begin at 4:30 p.m. Cost to attend is \$40 for members and \$50 for non-members. Price includes heavy appetizers and a drink ticket. Register to be an OC Champion and have this and other 2024 events pre-paid for. *Find more information on page 5 of this OC Vision.*

Register online at www.clca-orangecounty.org. Call Margot at (714) 726-3843 with questions.

Karl Strauss Brewing Company is located at 901 South Coast Drive, Costa Mesa, CA 92626.

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Call (949) 466-1222 or email bronwyn@eyescares.net with questions!



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Please indicate your desired sponsorship level by placing a check mark in the box to the right of your choice.

Premium – \$2,250

- 2 Kickoff Meeting tickets
- Tabletop at a CLCA-OC Lunch & Learn
- Foursome in Golf Tournament + hole sponsorship
- 2 Beautification Awards tickets + General Category Sponsorship
- 2 Sporting Event tickets + Tailgate
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Preferred – \$1,625

- 2 Kickoff Meeting tickets
- 1 golfer in Golf Tournament + hole sponsorship
- 1 Beautification Awards ticket + General Category Sponsorship
- 2 Sporting Event tickets + Tailgate
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Have questions? Contact Bronwyn Miller at (949) 466-1222 or eyescapec@yahoo.com.

Partner – \$975

- 1 Kickoff Meeting ticket
- Golf Tournament hole sponsorship (no golf)
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Contractor – \$725

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- 2 Sporting Event tickets + Tailgate
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Registration and payment can also be completed online at www.clca-orangecounty.org.

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PAST CHAPTER PRESIDENT
Sal Hernandez is joined at convention by his son Brayden and wife Kathy. This year's event was held November 8-11 in Monterey, CA.



CLCA INSURANCE SOLUTIONS
reps Gina Stanley, Pam Kinne, Debbie Abele, and Lance Perry light up the welcome reception with their smiles and glow-in-the-dark accessories.



STATE EVENTS DIRECTOR *Ana Cooper is thanked by CLCA Meetings & Events Manager Micheyln Barnett for organizing a wonderful convention. Ana and her committee did a fantastic job again this year!*



LANDSCAPE CONTRACTORS INSURANCE SERVICES *reps Mike and Kim Ayala enjoy attending this annual event that draws members from across the state.*



OC CHAPTER AM REP *Bill Deeble (center) chats with long-time friends Steve Jacobs (left) and Regan Barry (right).*



STATE BOARD MEMBERS *Alex Salazar (Secretary-Treasurer) and Sal Hernandez (Director of Membership) brainstorm ways to grow membership in 2024.*

LEAF Receives \$250,000 Donation

It is with humble pride and great excitement that the Landscape Educational Advancement Foundation (LEAF) announces the \$250,000 donation it received from the Landscape Contractors Insurance Services Board of Directors at the 2023 CLCA Convention in Monterey. This donation will establish the LCIS Board of Directors Legacy Fund.

"I cannot find the appropriate words to describe how honored and grateful the Board of Trustees is to be the recipient of such generosity," said Chair Mary Cohen. "Beginning in 2025, the earnings from the LCIS Board of Directors Legacy Fund will be awarded to a worthy student, thus allowing LEAF to continue its mission of financially supporting students planning careers in the Green Industry and programs that support them."

Donations and Legacy commitments are the lifeblood to the success of



the LEAF program.

If you would like to establish a fund or want more information, please visit LEAF's website at clca.org/leaf or contact CLCA Headquarters directly at 916.830.2780.

LEAF is a non-profit 501 (c)(3) organization and, as such, contributions are tax deductible as allowable by law.

Since its establishment in 1988 by the CLCA Auxiliary, LEAF has awarded 1197 scholarships to 630 students totaling \$756,775.



PRESIDENTIAL BANTER is enjoyed between State Presidents, past and future, Megan Rios (2022), Regan Barry (2020), and Tom Sweeney (2024).



BREAKFAST OF CHAMPIONS offered members the opportunity to participate in various roundtable discussions with their peers. How to Control Costs was the topic at this table attended by Francisco Salazar, Sal Hernandez, and Evan Moffitt.



LOTS OF LAUGHS are shared between Events Committee members Gordon Larson and Bronwyn Miller as they help to set up the Trophy Awards.



ASSOCIATE MEMBERS MEETING connects supplier members like Jeff Henninger with Delta Bluegrass Company and Bill Deeble with CLCA Insurance Solutions so they can share ways that CLCA can support them and vice versa.



SOUTHLAND SOD rep John Domenici trades stories with Gordon Larson and Mickey Strauss. Convention is a great place for members to reconnect with old friends, while also making some new ones.



2023 STATE PRESIDENT Evan Moffitt takes in the sights of Monterey with CLCA members Mike Madewell, Marybeth MacNaughton, Briana Johnson, and OC Vision editor Bronwyn Miller.

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The Future of Business Texting: Exploring the Top Trends for 2024



Communication with your customers is paramount, but have you added business texting to your methods of reaching your client base?

Text Request, a business texting platform, surveyed over 1,000 professionals across all ages and industries and gathered some interesting data.

According to Text Request's survey, 54% of people say text message is the most effective channel for getting a response.

Benefits of Business Texting

For the companies already using business texting, some of the main benefits include the elimination of repeated tasks, getting twice as much done and improved communication.

Rather than playing phone tag or sending countless emails to clients, texting has a better response rate. 74% percent of respondents said they read every text they get, and 46% said they respond to texts within a few minutes.

Business texting can also save time, with 35% of companies saying they save two to five hours a week. Rather than having to call customers individually, you can send out texts en masse. It can also prevent delays on projects by getting near-instant responses.

When people are seeing and responding to your messages, you can close the loop and ensure everyone is on the same page.

Best Uses for Business Texting

Of the businesses that text, 75% use it for customer service. This could include everything from customer check-ins, support and customer questions. Once consumers understand texting is an option, this is their preferred communication channel. 30% of respondents say customer service is their most effective use case.

Another use for business texting is collecting online reviews and feedback. Currently, only 21% of businesses use texting to request online reviews and feedback. Unlike email inboxes that are overflowing with numerous messages

continued on next page...

~KURAPIA~

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The Future of Business Texting

...continued from previous page

from various brands, 66% of people receive fewer than 20 texts per day. After working with a client, you can send them a thank you text that includes a link to your review page and ask them to share their experience. They are far more likely to see and respond to these requests via text than other channels.

Business texting is also commonly used for appointment scheduling; 68% of companies use texting for this purpose. Meanwhile, 87% of consumers say they want to receive appointment and scheduling text notifications.

Another 63% of respondents said they want payment reminders via text. However you decide to use business texting, it's important to select one or two metrics to track so you can see the ROI of adding texting to your communication channels. Some suggested metrics to monitor include time saved, responses and the rate at which people respond after you message them, revenue earned, and appointments kept.

Text Request's Predictions

Text Request expects the usage of texting for reviews to become commonplace as more businesses catch on to the untapped opportunity there. It is a natural extension of review management software.

As business texting becomes more prevalent, regulations will become stricter as governing bodies have begun scrutinizing which organizations are texting, for what purposes, and whether it's legitimate or spam. Just like email lists, Text Request anticipates you'll need to prove that the contacts you are texting have opted into receiving the messages.

Text Request also predicts that texting will become the default for most businesses, overtaking phone calls and maybe even email as more organizations implement texting. It's important to keep in mind that while more people prefer to receive business texts, there are those who still desire a phone call, so texting should be used as an additional communication tool rather than an outright replacement for other contact methods.

This article by Jill Odom was originally published on the National Association of Landscape Professional's blog at <https://blog.landscapeprofessionals.org/>

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For more info. about advertising in the *OC Vision*, contact Bronwyn Miller at (949) 466-1222/bronwyn@eyescares.net.



ORANGE COUNTY MINING CO provides the perfect setting for this year's holiday party, held December 14. This rustic and cozy venue welcomed guests with its festive decorations.



CHAPTER PRESIDENT Dave Horton (center) and his wife Angela (second from right) enjoy lively conversation with Tax & Financial Group rep Justin Hess (left), AM Rep Bill Deeble, and Harrell's rep Donette Lamson (right).



PACIFIC BREEZE LANDSCAPE reps Jose Acevedo and Thomas Medina (right) talk with Milwaukee Tool rep Juan Mendoza (center) about his electric equipment offerings.



SOUTHWEST BOULDER & STONE rep Steve Serrano catches up with long-time friend and AssuredPartners - Wateridge rep, Melissa Tetzlaff.



HOLIDAY SPIRIT is pulsing through Smart Turf reps Travis Eyk, Rene Licon, and Wanda Lawrence-Licon.



PAST CHAPTER PRESIDENTS and current board members Richard Cohen and Dave Norred celebrate the holidays with their CLCA family.



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IMPERIAL SPRINKLER SUPPLY reps Mark Pedicone and Kevin Treft show off their festive attire at the holiday party. Kevin's sweater won the ugliest of the evening!



SONSRAY reps Rafael Ruvalcaba, Paul Beiker, Nicole Finn, and Micky Wiese join their OC Chapter friends in celebrating the season.



ARBORJET rep Wister Dorta is thanked for his event sponsorship by Chapter President Dave Horton. Thank you to Imperial Sprinkler Supply and Southwest Boulder & Stone for sponsoring as well!



AZURY LANDSCAPING reps Eli Magana and Claudia Cisneros chat with Harvest Landscape Consulting rep Bryan Keller about their 2024 goals.



PLANT AFFICIONADOS Richard Barto (Devil Mountain Wholesale Nursery), Raquelle Skufca (Everde Growers), and Susan Powers (Everde Growers) talk about the new plants being introduced in the new year.



2023 VP EVENTS Margot Boyer (right) is congratulated on a wonderful event by OC Vision editor Bronwyn Miller (left) and Southland Sod rep Norm Lopez.



SO CAL CONCEPTS family of Larry Nelson, Debbie Nelson, Brooke Horton, Angela Horton, and Dave Horton spread holiday cheer.



LAND MECHANICS rep Bryon Meyer attends the party with his beautiful wife Maria.

Don't Miss Our Next Event!

OC Chapter Kickoff Event
Set for January 10 at Karl Strauss in Costa Mesa

Register online at
www.clca-orangecounty.org

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