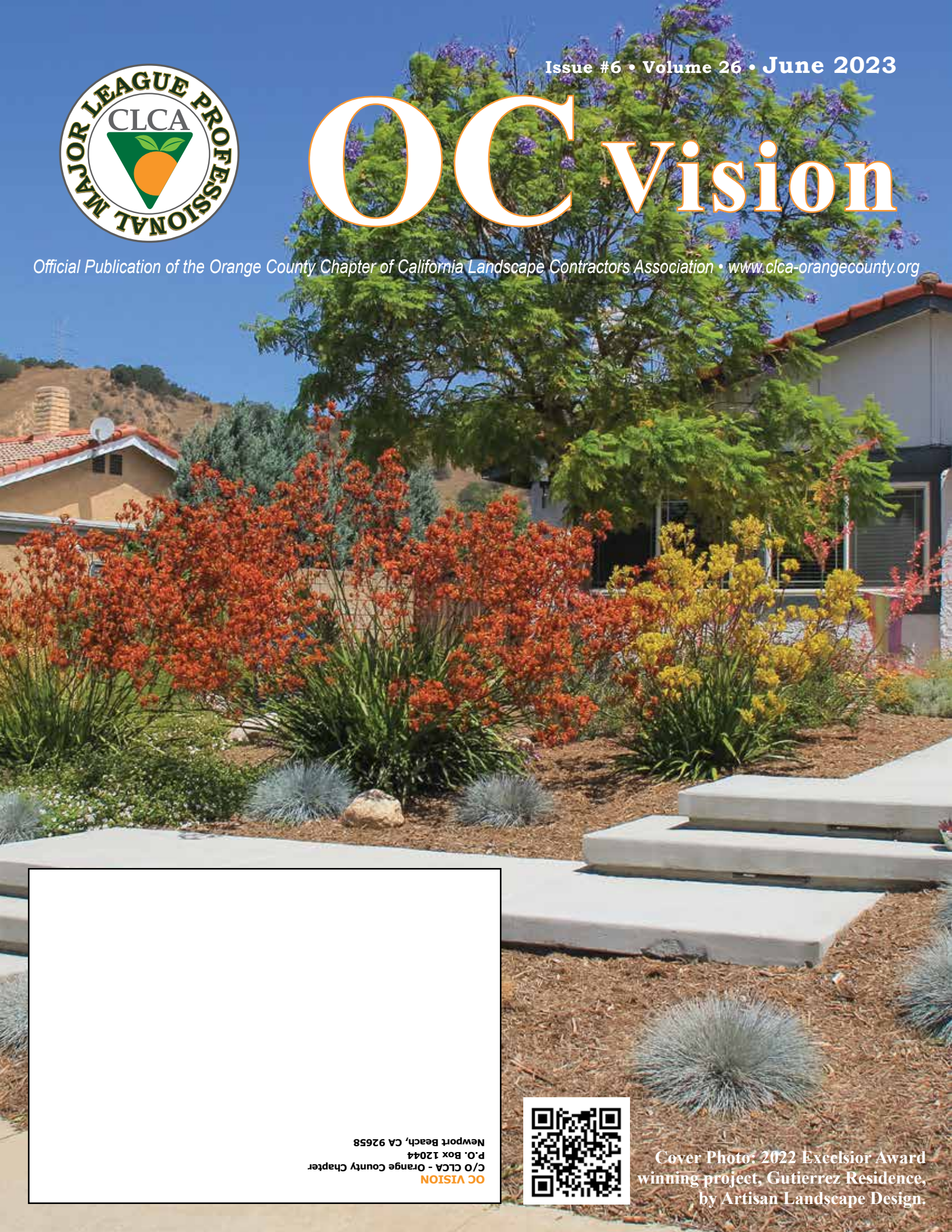


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# OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • [www.clca-orangecounty.org](http://www.clca-orangecounty.org)



OC VISION  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
Newport Beach, CA 92658



Cover Photo: 2022 Excelsior Award  
winning project, Gutierrez Residence,  
by Artisan Landscape Design.

## 2023 Orange County Chapter CLCA Coaching Staff



**President**  
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(949) 653-1101

*For information about what we're doing in 2023, contact Dave.*



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*For records of the chapter board meeting minutes, contact Ed.*



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*For information about becoming a CLCA-OC Chapter member, contact Blake.*



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*For legislation information, on both the state and local level, contact Richard.*



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*For questions relating to our OC Champions program or Golf Tournament, contact Bill.*



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*For questions relating to our annual programs and events, contact Margot.*

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California Landscape Contractors Association - Orange County Chapter



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## It's Time to Get Off the Bench

Being a member of CLCA is great but, to truly reap the benefits of membership in a professional association, you need to be involved.

Here are some key advantages of being involved on the board or a committee:

**Personal Development:** Get opportunities for personal growth and development. Explore your interests and passions in a practical setting. Enhance your skills, gain new experiences, and discover hidden talents you may not have known you had.

**Skill Enhancement:** Get the chance to acquire and improve a wide range of skills. Skills like communication, teamwork, leadership, problem-solving, organization, and time management. These skills are transferable and can be beneficial in both your personal and professional life.

**Professional Advancement:** Get exposed to new perspectives and challenges outside your frame of reference. You can also gain practical experience and expand your professional networks.

Not ready to commit to a board or committee position? Simply attend CLCA meetings and events because the biggest key advantage of being involved is:



**Dave Horton**  
So Cal Concepts  
Chapter President

**Networking:** CLCA provides opportunities to meet and connect with a diverse group of green industry professionals. These connections can lead to new job opportunities, partnerships, mentorships, and valuable industry contacts. I personally have benefited greatly from networking. I have met contractors, vendors, instructors, and other great people from all parts of our industry. I never would have experienced these things if I were still just a member on paper and not gotten involved.

So, what are you waiting for? You've taken the first step by joining a professional association. Now, take the next and get involved. Join the board, help on a committee, or simply attend chapter meetings and events. It's time to get off the bench.

~Sincerely, Dave

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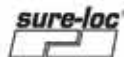
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## OC Chapter Baseball Outing Angels vs. Mariners on August 5



Join us on Saturday, August 5, for an action-packed evening filled with food, networking, baseball, and all around fun!! You don't want to miss this exciting excursion to the Anaheim Stadium where we'll sit back and watch the Angels play the Mariners!

We'll be meeting in the parking lot by the "Big A" beginning at 5 p.m. for some tailgating. The game begins at 6:07 p.m. **Tickets are limited, so be sure to get yours as soon as possible.** This event is always a fun time; you don't want to miss it!

Email Steve Beckstrom at [sbeckstrom@gmail.com](mailto:sbeckstrom@gmail.com) for more information and to secure your tickets!

**Connect, Learn, and Grow with CLCA!  
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2023 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
Aug. 5	<b>Baseball Game &amp; Tailgate. Angels vs Mariners.</b> Anaheim Stadium: 2000 E. Gene Autry Way.
Aug. 28	<b>Family Fun Beach Day, Doheny State Beach.</b>
Sept. 20-21	<b>The Landscape Expo, Anaheim.</b> More information at <a href="http://www.thelandscapeexpo.com">www.thelandscapeexpo.com</a> .
Sept. 23	<b>Annual Beautification Awards, Yorba Linda.</b> Black Gold Golf Club: 1 Black Gold Drive.
Oct. 11	<b>CLCA OC Lunch &amp; Learn. Details TBD.</b>
Oct. 26	<b>2024 Chapter Planning Meeting &amp; Board Elections.</b> Interested in serving on the 2024 OC Chapter Board of Directors? Call Chapter President Dave Horton at (949) 653-1101 to submit your nomination.

**CLCA's mission is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry.**

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# CSLB Cracks Down on Unlicensed Contractors in Orange County



The Contractors State License Board (CSLB) joined forces with the California Department of Insurance (CDI) to conduct a successful undercover operation aimed at targeting unlicensed contractors in southern Orange County.

The operation, conducted on May 31 and June 1, 2023, resulted in eight individuals receiving Notices to Appear in criminal court for allegedly engaging in contracting activities without the required license. Four other individuals will be referred to the Orange County District Attorney for similar violations because they provided bids after leaving the construction site. These offenders now face legal consequences, including substantial fines and potential jail time.

During this planned sting operation, CSLB and law enforcement officials identified and cited eight individuals for submitting bids that exceeded the legal limit of \$500. The bid amounts ranged from \$7,500 to an alarming \$36,000 for a painting job at the property. In accordance with California contractor state license laws, bidding and/or contracting for construction work that exceeds \$500 in value requires a contractor's license. Engaging in contracting work without a valid license is considered a misdemeanor offense in California, carrying substantial penalties that include fines up to \$15,000 and potential jail time. CSLB remains focused in its mission to enforce these laws, ensuring

the protection of consumers from unscrupulous individuals involved in unlicensed contracting activities.

Moreover, the unlicensed contractors apprehended in this operation may face additional charges for advertising their construction services without possessing the necessary license. According to California law, it is illegal for anyone to advertise construction or home improvement work without a valid license in the advertised classification. In instances where contracting services are advertised by unlicensed individuals, the advertisement must explicitly state their lack of licensure. Even with this disclosure, an unlicensed individual is limited to providing bids and performing work for projects valued at less than \$500, inclusive of materials and labor.

“CSLB remains committed to safeguarding homeowners from the perils associated with unlicensed contractors,” emphasized David Fogt, CSLB Registrar. “We continually strive to educate consumers about the importance of hiring licensed contractors and strongly urge homeowners to take a few moments to verify a contractor’s license before proceeding with any construction project in California.”

During the operation, it was discovered that some of the individuals demanded excessive down payments before

commencing work. Under California law, contractors are strictly limited to requesting no more than 10% of the project cost or \$1,000, whichever is less. Violating this provision constitutes a misdemeanor offense, punishable by substantial fines of up to \$5,000 or a potential one-year county jail sentence, or both.

CSLB, CDI — which provided law enforcement backup for the sting — and other agencies around the state will continue to collaborate in their ongoing efforts to combat unlicensed contracting activities, ensuring the safety and welfare of California’s homeowners. Together, they will continue to vigilantly enforce the law, promote consumer protection, and maintain the integrity of the construction industry.

For further information or to report suspected unlicensed contractor activities, please visit the CSLB website at [www.cslb.ca.gov](http://www.cslb.ca.gov) or contact CSLB toll-free at 1-800-321-CSLB (2752). Consumers are encouraged to check the license status of contractors before hiring them for any construction projects. For ongoing information and updates from CSLB, connect with them on Facebook, Twitter, Instagram, and YouTube.

*CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates about 285,000 contractors in California.*

# GoFundMe Fundraising Effort Started for Long-Time CLCA Member Charles Nunley

**C**LCA Ambassador, Past State President and former LA Chapter President Charles Nunley needs your help. He suffered a heart attack and stroke late last year, has been bedridden for five months, and is now in hospice care.

A group of Charles' friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles was told he would never work again.

A GoFundMe page has been established in Charles' name to get him the care and support he needs and deserves. **You can reach Charles' GoFundMe page by visiting <https://gofund.me/57cdca97>, or by clicking on the QR code here:**



Here are some of the highlights of the life of Sir Charles Nunley...

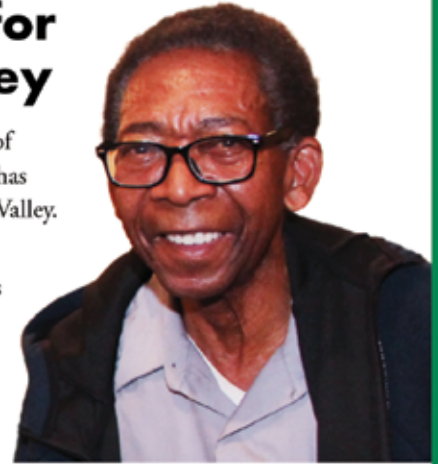
Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 83 years old. He was raised

in the South-Central part of the city and most recently has resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a Knight of the Garter and an Allegiance award winner. There are few if any CLCA chapters Charles *has not* visited, often volunteering to help on various local events and committees.

Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless.

Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.



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## How to Handle Good and Bad Reviews



When it comes to receiving reviews on the internet, it can be incredibly overwhelming to think about the proper way to handle each review, bad or good. Reviews can be posted through multiple platforms, including Yelp, Google, Facebook and more, which are all popular websites to visit and have a ton of visibility. So, how exactly are good and bad reviews supposed to be handled?

### Respond to Customer Reviews

Good or bad, it will make the customer feel valued by responding to their review. Responding can result in

better ratings and shows that your business cares about your customers' experience.

It also improves your business's online reputation and lets customers know that when they have something to say and want to be heard, they'll always receive a response.

### Gather the Facts

Before you respond to any review, it's important to make sure you fact-check the customer's review, and it's especially important to make sure you fact-check your response. Writing a response with potentially untrue statements can land you in hot water.

### Acknowledge the Problem and Empathize

Acknowledging the customer's problem and empathizing with them helps the customer to understand that their experience is unacceptable and your business is sympathetic to the issue.

A generic response could make your business look as if you don't care too much about the customer's experience and drive them away further; other

customers will also be exposed to this review and potentially drive them away as well.

### Stay Professional

Even though it is important to have a somewhat personalized reply to negative reviews to connect better with the customer, it's crucial to stay professional when constructing a response. The replies should be helpful and considerate. Because winning an argument with an unsatisfied customer can be very difficult, you don't want another negative review due to how the situation was handled.

When handling good reviews, thank them for their kind words. It's also important to have a professional reply to restrain from creating bias amongst customers.

### Be Timely

When a customer is upset enough over their experience to leave a negative review, it is typically soon after a bad encounter with your company.

*Continued on Next Page...*

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## How to Handle Good/Bad Reviews

...Continued from previous page

To reduce the damage that has already been done, it's important to respond as soon as possible to make sure the customer knows you care about their negative experience. The longer you take to write back, the more the customer will think that their issue is unimportant to your company, and that is the opposite of what a customer should think.

### If Needed, Take it Offline

With positive reviews, this typically doesn't have to be done. However, with negative reviews, it might be necessary to leave an email or phone number or ask for their email or phone number to allow the customer to contact you directly rather than deal with the situation publicly.

This shows that you're ready to thoroughly handle the issue and not apologizing just for show.

Responding to reviews in a more professional manner is not only a great way to build goodwill amongst more vocal customers, but it is also a chance to learn from them as well.

### Encourage Additional Reviews

One of the best ways to improve customer service is to receive feedback from others, good or bad. It helps your company understand what the customers want and how exactly you can attend to their needs.

The more reviews you get, the better chance you'll have to perfect your customer service and improve the reviews you receive.

### Continuously Monitor Your Online Reputation

The most important aspect of customer reviews is to monitor your online presence to stay on top of every review and reply consistently.

By doing this, you'll be able to keep with what was said, when it was said, and how you responded to it to ensure you don't repeat yourself and are able to make the customer feel appreciated.

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

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**VP EVENTS** Margot Boyer is thanked by Chapter President Dave Horton (left) and Richard Cohen (center) for her wonderful work organizing this year's OC Golf Tournament held at Tijeras Creek Golf Course on May 25.



**SNACKS TO GO** – VP Education Jose Acevedo hands out refreshments to golfers at check-in. Thank you to SPJ Lighting for sponsoring drinks and to the Landscape Expo for sponsoring snacks.



**GOOD TIMES** are ready to be had by ORCO Block reps Robert Lopez, Ray Romero, and Chuck Navarro.



**NEW FRIENDS** Damir Pasic with American Business Bank and Wister Dorta with Arborjet are eager to take on the Ted Robinson-designed course and plan to have fun while doing it!



**EVERDE GROWERS** rep Nicholas Staddon (right) talks to the Bober Peterson & Koby LLP team of Bryce Shank, Robert Engar, Max Koby, and Brian Anders about some exciting new plant introductions.



**JAIN IRRIGATION** reps Andy Belingheri (second from left) and Mike Palumbo (right) enjoy a day on the greens with friends.



**TAX & FINANCIAL GROUP** reps Madeline Wolfson and Justin Hess know how to have a great time! They greet golfers with smiles, cornhole, and an opportunity drawing to win a YETI cooler.



**CLCA INSURANCE SOLUTIONS** team of Mike Askey, Frank Fontes, Pam Kinne, and Mark Pedicone are having a good game so far.



**NUTRIEN SOLUTIONS** team of Phil Gould, John Diehl, Bill Rindone, and Tim Isle excitedly take on the "tale of two nines," the distinctive course layout that Tijeras Creek Golf Course boasts.

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**MILWAUKEE TOOL** reps Griffin Crane and Bradley Herzog (right) share in a lively game of golf with Site One Landscape Supply rep Evan Moffitt (second from left) and Midwest Landscaping rep Ed Wallace.



**SMART TURF** team of Rene Licon, Karl Seckel (MWDOC), Travis Eyk, and David Tino trade tips for saving water in between swings.



**RAIN BIRD** team of Ken McKinley and Ryan Lemberger take in the breathtaking scenery that Tijeras Creek Golf Course offers.



**HARVEST GROUP** team of Tim Weber (Nature Care Services), Jon Arman, Bryan Keller, and Bill Arman bring their "A Game" to the tournament.



**HYDRO-RAIN** rep Lee Eisenstein showcases the company's wide variety of irrigation and landscape products. He also hosted a closest to the pin contest at his hole.



**SIMPLOT** reps Geoff Johansen and Chris Jennings (right) enjoy a fun game of golf with Paul Mock and Zach Stephens.



**SO CAL CONCEPTS** reps Dave Horton (second from right) and Larry Nelson (right) chat it up with TOP Lights rep Brett Browning and Harrell's rep Donette Lamson.



**PAST CHAPTER PRESIDENT** Sal Hernandez (right) thanks new CLCA member Justin Hess of Tax & Financial Group for his participation in this year's tournament.



**READY FOR LUNCH** after a full day on the links are Brilliance LED rep Drake Fiero, Assured Partners rep Melissa Tetzlaff (second from right), and Southwest Landscape reps Blake Boyd and Paul Hansen (right).



**FIRST PLACE** in the tournament goes to the Landscape Expo team of George Schmok, Rick Simons, Larry Hall, and Dave Hall.



**SECOND PLACE** in the tournament goes to the SPJ Lighting team with Adam Hambarian and Carlos Arresola. Team members Marc Shapiro and Parker Lestz not pictured.



**THIRD PLACE** in the tournament goes to the Imperial Sprinkler Supply team of Kyle Miller, Dan Kamieniecki (Hunter), John Thomason, and Cedric Plummer.

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