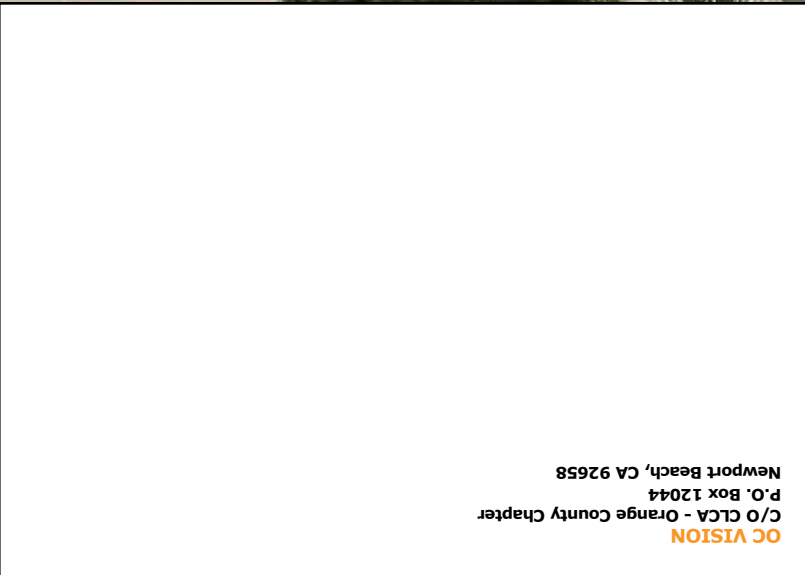
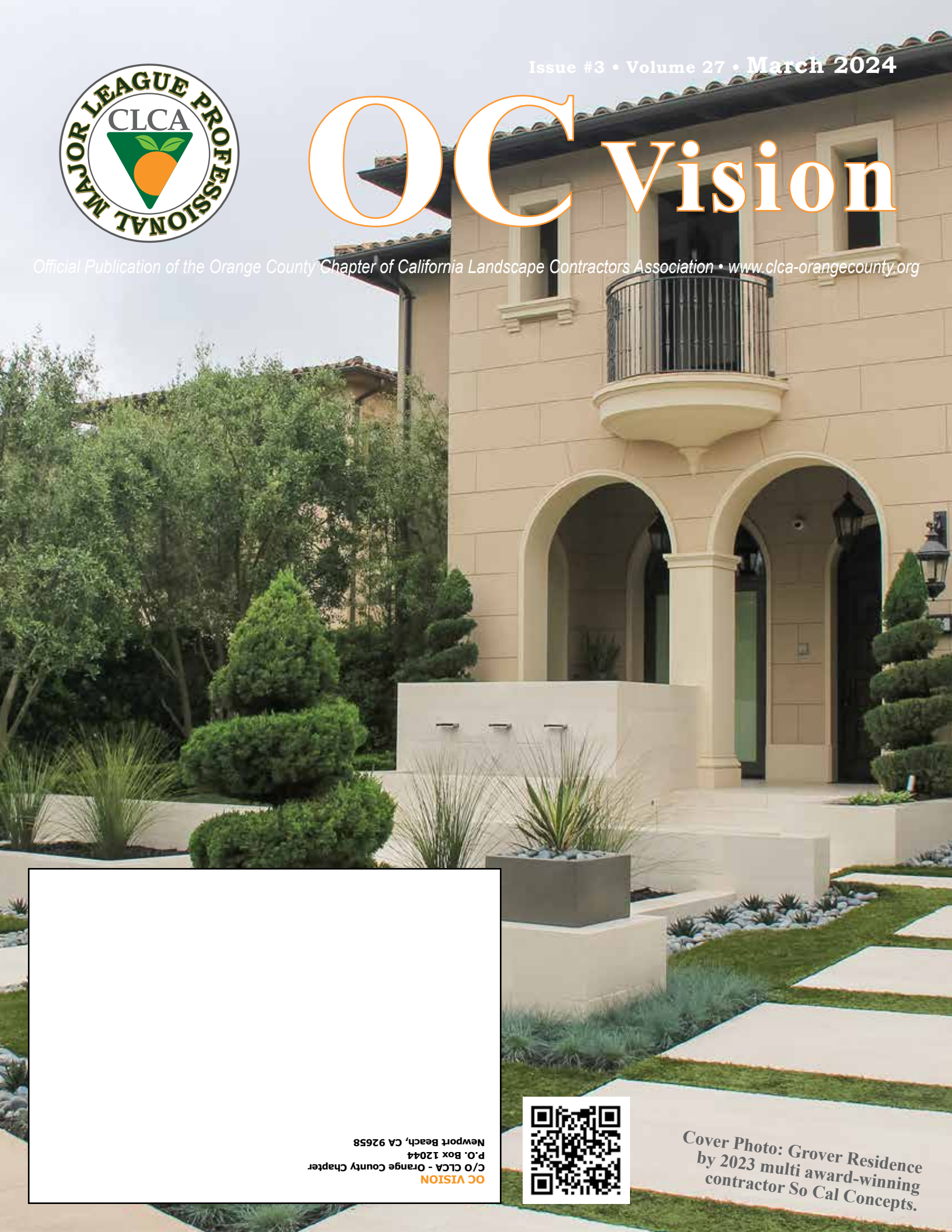


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OC VISION
C/O CLCA - Orange County Chapter
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by 2023 multi award-winning
contractor So Cal Concepts.

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CLCA Orange County Chapter



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California Landscape Contractors Association - Orange County Chapter



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The Big Push is Here

At the first whiff of Pink Jasmine, you know that spring is here. I always look forward to that smell. It reminds me that it's time to get the boat ready and my company prepped for the *big push*.

I consider the big push to be the onslaught of snails, insects, plant growth, and crazy customers. This is what I warn my maintenance crews about. Even after telling them that we need to get our properties under control in the winter – while we have little growth and few insects – the crews are still always surprised and instantly overwhelmed when the big push hits. So, off to the races we go.

Our preparations for the big push include many of the tasks we do at the beginning of the year. We go through our inventory, check our tools, and make route adjustments. In spring, however, we plan and organize our extras crew too and get them up to speed. We also try to get our customers thinking about what they want done *before* the onslaught

hits. You know how customers are... when they finally decide they want something done, they want it tomorrow. We try to get ahead of it.

The big push is inevitable. I do my best to prepare for it and hopefully you do too. Preparation helps you to enjoy the spring so much more.

We have some great events coming up. Our next one is the annual Golf Tournament on Thursday, April 18. This event offers you a great opportunity to take a break from your daily grind and enjoy some fun on the greens with your CLCA friends. It's always a great time. Register at our chapter website (www.clca-orangecounty.org). While there, be sure to check out our calendar and plan to attend other events we have coming up. ~ Dave



Dave Horton
So Cal Concepts
Chapter President

Orange County Chapter Beautification Awards are Coming!

Start thinking about what projects you will enter into the competition!

**Lighting judging will take place
April 22-23, 2024.**

DEADLINE TO ENTER your lighting project is APRIL 16, 2024!

All lighting projects completed after June 2022 are eligible.

Lighting entry forms are available online now at www.clca-orangecounty.org

**Landscape judging will take place
June 27-29, 2024.**

Landscape entry forms available soon.

2024 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
April 18	OC Golf Tournament, Rancho Santa Margarita. Tijeras Creek Golf Club: 29082 Tijeras Creek. 8 a.m. shotgun start. Check-in opens at 7 a.m. <i>Register at www.clca-orangecounty.org.</i>
April 22-23	Lighting Beautification Awards Judging. Entry deadline is April 16, 2024. <i>Download your landscape lighting entry form at www.clca-orangecounty.org.</i>
May 15	OC Lunch & Learn, Anaheim. Topic: Vendor Showcase. NPT Showroom: 4980 E. Landon Drive.
June 27-29	Landscape Beautification Awards Judging. Landscape entry forms available in April. <i>Start thinking about what projects you will be entering this year.</i>
July TBD	Family Fun Day & BBQ, Doheny State Beach. <i>Details coming soon.</i>
Sept. 28	Annual Chapter Beautification Awards. Location to be determined.

ADVERTISE IN THE OC VISION!

Check out page 11 in this magazine for information and rate details.
Call (949) 466-1222 or email bronwyn@eyescares.net with questions!



Margot Boyer
Landscape Communications

We'd like to introduce you to Margot Boyer. Margot works at Landscape Communications and is serving as VP of Events on our 2024 OC Chapter Board of Directors. For some, this may not be an introduction. Margot has been in the industry for many years. We do hope this spotlight helps you to learn a little more about her and encourages you to say hello at a future event.

Meet OC Board Member: Margot Boyer

Where did you get your start in the Green Industry?

After getting my Visa, six years after coming to the USA from UK, I applied for a position at Landscape Communications. I was hired on as Office/HR Manager by George Schmok. My previous experience was in facility management so I thought this could be a good fit.

Landscape Communications was a small organization at the time. George was publisher of two magazines: *Landscape Architect & Specifier News* and *Landscape Contractor*. I wore many hats which allowed me to really get to know all aspects of the green industry!

In 2006, George bought the Landscape Expo and I was promoted to Tradeshow Manager. I worked in this position for many years and successfully started the webinar program when COVID hit.

How did you find out about CLCA?

I learned of CLCA back in 2002. I knew from the start that it was a major part of the industry.

What prompted you to join CLCA and get involved?

In 2011, I was invited to serve on the Board of Directors for the Inland Empire Chapter as their events chair. This was a good fit for me as I love organizing events.

What benefits have you seen from your membership and being involved?

Being a member gives me the chance to represent Landscape Communications in a prominent green industry association. Networking is my favorite part. I love that I get to share the knowledge I've gained over the years and also learn about other members' experiences.

You're serving as VP Events in 2024. What impact would you like to make this year?

I would like to provide quality events that our members benefit from. Events that also encourage potential members to join. Networking opportunities are key for this and I try to make sure our events offer lots of them!

~KURAPIA~

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California Landscape Contractors Association - Orange County Chapter **2024 ANNUAL GOLF TOURNAMENT**

SPONSORSHIP OPPORTUNITIES

MASTERS PACKAGE | \$995

Includes foursome of golf, hole sponsorship, and four lunches.

US OPEN PACKAGE | \$470

Includes golf for one, hole sponsorship, and one lunch.

HOLE SPONSORSHIP | \$295

Includes a hole sponsorship.
Does not include golf or lunch.

COFFEE SPONSOR | \$260

Sponsor coffee for the golfers to enjoy during registration! Your company logo displayed at the coffee table. **ONLY TWO AVAILABLE.** *Does not include golf or lunch.*

DONATE A RAFFLE PRIZE!

AGAIN THIS YEAR... We will have a lunch and awards banquet following the tournament. We will also have a raffle, conducted in a pick-a-prize format. Tickets will be sold during registration and lunch and participants will be able to choose the prize they want to win! Winners will be drawn following lunch.

THURSDAY, APRIL 18, 2024

TIJERES CREEK GOLF CLUB

29082 TIJERAS CREEK | RANCHO SANTA MARGARITA | 92688
The Ted Robinson-designed Tijeras Creek Golf Club offers a "tale of two nines" as the distinctive course layout. It opens with a demanding front nine that is highlighted with shimmering water features that come into play on three out of the first nine holes. The back nine holes are legendary for the breathtaking scenery, and awe-inspiring elevation changes that wind through old growth sycamores, oaks and native chaparral. In fact, hole number sixteen was voted as one of Orange County's Best 18 Holes by members of the Southern California Professional Golfers Association.

8 A.M. SHOTGUN START. Registration opens at 7:00 a.m.

REGISTER: Registration and payment must be completed by April 11, 2024. *Register on our website at www.clca-orangecounty.org.*

PRICE: \$175/golfer. Includes participation in the tournament & lunch.

FORMAT: Four Person Scramble.

QUESTIONS: Call Margot Boyer at (714) 726-3843.

THANK YOU TO THIS YEAR'S OC CHAMPIONS



LEAF Scholarship Applications are Available Online!

Deadline to Apply is April 15, 2024



in a horticulture-related program leading to a career in the landscape contracting industry or related fields. Applicants should show sufficient academic progress, work experience, and extracurricular activities to demonstrate their intent to become a landscape industry professional.

Any student attending an accredited California community college or state university majoring in a landscape-related program and taking a minimum of six units is eligible.

Seeking to promote and support the future of the green industry, CLCA's Landscape Educational Advancement Foundation (LEAF) is now accepting applications for 2024 scholarships.

number of students needing financial assistance grows.

LEAF is here to help!

Help spread the word by letting students know of this scholarship opportunity! The deadline to apply is April 15, 2024.

So many students struggle with funding their education and every year the

The LEAF Scholarship Program is a merit based scholarship awarded to undergraduate students attending an accredited community college or state university and majoring

Together we can help students get the funds they need to continue on with their education!

Find the Application at clca.org/industry-resources/college-scholarships-leaf/

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2023 LEAF Scholarship Recipients

By Marianne Estournes, Chair, LEAF Scholarship Selection Committee

In 2023, LEAF awarded more than \$48,500 in scholarships. The scholarship selection committee reviewed 26 applications. Their selection criteria included career goals, outside activities, work experience, financial need, letters of recommendation, and GPA in their major.

The scholarships — the donations of CLCA members and other green industry professionals who fund them — have a huge, positive impact. We are honored to present the ten 2023 scholarship recipients below.

Taylor Brown is attending Santa Rosa Junior College and also taking on-line courses at Cal Poly, Humboldt, majoring in Environmental Horticulture. Taylor has a background in Business Administration with experience in sales and operations management. She is currently working for a local landscape company in sales and seeks to combine her love of landscaping with company leadership in operations and sales.

George Chabre is attending Cal Poly, SLO and majoring in Plant Sciences/Horticulture. His goals include earning a Qualified Applicator license and a C-27 landscape contractor's license. He is involved in the Cal Poly campus horticulture community and loves learning all that he can from many experiences.

Darren Cocroft is attending Cabrillo College, majoring in Horticulture. He has overcome many challenges and has "discovered a bright future in horticulture," where he sees many opportunities for growth and a career. He is currently working in a retail garden store and loves his work there.

Angela Goldin is attending Foothill College and majoring in Horticulture. She is a second career student with a wide background in business and an MBA from the University of California, Berkeley. She has been a business owner and has worked for large finance firms. She now seeks to get her C-27 license and create a women-owned landscape construction firm focusing on native plant palates and sustainable practices.

Lorena Guy is attending Saddleback Community College. She is majoring in Sustainable Landscape Design. She is also a second career student and excited about her new-found passion in design and horticulture. She wants to have

her own design business and eventually get her degree in Landscape Architecture at Cal Poly, Pomona.

Allison Jimenez is attending Santa Rosa Junior College and is majoring in Horticultural Landscape Design. She has a degree in Business Administration and currently owns two small businesses with her husband. She also works for her father's landscaping company in the field and is the in-house landscape designer. Her goal is to get her C-27 contractor's license and work full time with her father.

Jill Larrabee is attending Mount San Antonio Junior College. Her major is Ornamental Horticulture and she is working toward her Landscape Construction and Landscape Design certificates. While her focus is construction and getting her C-27 license, she sees the importance of gaining horticulture knowledge and is taking those classes as well. She has an extensive background in woodwork and making furniture. Jill will now take her art background into the landscape.

Laura Lopez is studying Landscape Design and Maintenance at Pierce College in Los Angeles. Her goal is to get her C-27 license and have her own business. She would like to do landscape design for the city of LA. Her instructor described her as "kind, with a determined spirit."

Jose Nunez is attending Mt. San Antonio College. He is majoring in Ornamental Horticulture and Integrated Pest Management and seeks a certificate in landscape construction. He wants to obtain a C-27 license and return to his family landscaping business, where he hopes to develop the business and add services.

Annica Wu is attending Cal Poly, SLO majoring in Plant Science with a Horticulture concentration. Annica completed an internship at the botanical gardens at the Huntington Library where she was exposed to many topics. She is currently working on campus as the assistant curator at the Robert F. Hoover Herbarium. She owns and operates an on-line succulent business where she propagates and grows the plants herself. Her ultimate goal is to work in a botanic garden and be able to share her love of plants and teach the public. While she is not a traditional landscape student, she will offer her love of horticulture and gardens in a unique and important way.

Education is the key to our industry's future!
Through LEAF, we can help foster growth.
Learn how you can donate at clca.org/leaf.
*Contributions allow scholarships to grow and help give students
 the assistance needed to achieve their educational goals.*

STUDENTS: Submit your application before the deadline of April 15, 2024.
<https://clca.org/industry-resources/college-scholarships-leaf/>



SMART TURF President Duane Jensen and Marketing Director Amy Nguyen (right) are joined by Chapter President Dave Horton (center) in welcoming attendees to the Lunch & Learn at Smart Turf's Showroom in Santa Ana on March 20.



FIRST-TIME ATTENDEES Caesar Hernandez and Anthony Rawuka with Glen's Landscape & Lighting are ready to make industry connections at this CLCA OC event.



MISSION LANDSCAPE reps Revi Martinez, Raul Magallon, Pablo Figueroa, and Justin Skipper attend to learn about the new and upcoming artificial turf products being introduced to the market.



L&E LANDSCAPE SOLUTIONS reps Fermin Marquez, Heraldo Marquez, and Ruben Grijalva will soon know the benefits, applications, and installation processes of artificial grass.



BOARD MEMBERS Bill Deeble (center) and Dylan Pack (right) chat with iWater So Cal rep Ismael Garcia about the benefits of being involved in CLCA.



NEW MEMBERS Kasey Champion and Darin Williams with Ground-It Landscape Services look forward to making new friends at this educational event.



BEMUS LANDSCAPE rep Jaime Cerda (right) thanks Smart Turf rep Rene Licon for hosting the event and sponsoring the tasty Mediterranean lunch.



INSTALLATION DEMONSTRATION gives attendees a first-hand look at the proper installation of artificial grass.



AZURY LANDSCAPING reps Eli Magana and Jose Estrada are eager to take what they've learned and turn it into eco-friendly landscaping solutions for their clients.

**Connect, Learn, and Grow with CLCA!
Not a Member? Join at clca.org/join**

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

Learn more at www.clca.org

THE NEXT EVENT...

**CLCA OC GOLF
TOURNAMENT
THURS., APRIL 18
at Tijeras Creek in RSM**

**Find information on page
5 of this OC Vision.**

Preventing Bites and Stings

Safety precautions for outdoor workers

Outdoor pests that can cause mild to severe injury or illness by biting or stinging include the following:

- Rodents (carry disease)
- Snakes (inject poisonous venom)
- Ticks (carry Lyme disease, typhus and Rocky Mountain spotted fever)
- Fleas, lice and mites (carry infection)
- Bees, wasps, hornets (venom)
- Mosquitoes (carry West Nile Virus and St. Louis encephalitis)
- Spiders (poisonous bites)
- Scorpions (allergic reactions and lethal venom stings)
- Bats (carry rabies)

Prevention

Consider the following safety tips:

- Never touch a rodent, whether dead or alive.
- Do not approach nests or dens.

- Never pick up, disturb or corner a snake. Move away immediately.
- Never pick up or disturb a spider.
- Avoid contact with animals that attract pests like fleas, ticks, lice, mites, bees, wasps and hornets, whenever possible.
- Avoid wearing fragrances, scented lotions and brightly colored clothing
- Avoid areas like swamps, dense woods, fields and brush, if possible.

Protection

Since it is not always possible to avoid potentially dangerous animals and other pests, taking appropriate protective measures is also important:

- Use insect or other types of repellents, as appropriate.
- Keep as much of your skin covered as possible. Pay attention to cuffed areas such as ankles and wrists.

- Wear clothing made of tightly woven material, and tuck pants into work boots.
- Use caution when working near nests and hiding places, such as rock piles, lumber piles, tree stumps, old buildings and outdoor restrooms.
- Walk in open areas, wear heavy boots and carry a stick to disturb brush in front of you if snakes are a threat.
- Keep your work area clean, and control food and garbage odors.
- Check skin for clinging ticks following exposure.
- Keep medication with you if you have a serious allergy to stings.

Be safe and healthy on the job at with these helpful tips provided by CLCA Insurance Solutions.

Join us for an online seminar...

Greater Profits: The Benefits of Building Award-Winning Projects Thursday, April 11, at 4:30 p.m.



presented by
Sal Hernandez
Pacific Breeze
Landscape

Learn how to increase your profits with award-winning projects by attending this informative webinar led by Sal Hernandez with Pacific Breeze Landscape. Sal has curated a broad and award-winning portfolio winning multiple awards at both the local and state level over the last several years. Don't miss this opportunity where you can learn first-hand the benefits of building award-winning projects and how to prepare them for judging. The meeting will be held via zoom.

Winning a Beautification Award can be an excellent marketing tool that can help you increase your profits and grow your business. Wondering what project(s) you should enter? Curious to know what you can be doing to prepare your project for judging? Sal's got the answers!

Register online at www.clcasfv.org



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Ten Tips for Construction Creditors

Many contractors, subcontractors and suppliers are suffering at the hands of those who fail to pay for the work or materials they supply to construction projects. Our friends at the Porter Law Group — the voice of CLCA’s popular Attorney on Call member benefit — provide details and offer guidance, which ranges from calendaring your collection deadlines to keeping up-to-date documentation of your claim, to help you when dealing with delinquent construction accounts.

1. Obtain written confirmation of the debt

Obtaining written confirmation from the debtor of the exact amount the debtor believes it owes you is powerful evidence in support of your later claim. When the debtor’s attorney begins to fight your claim months later you may rest assured that the attorney will come up with a multiplicity of disputes and back-charges of which you were entirely unaware. Having written confirmation of the debt will prove extremely persuasive in support of your case. In the alternative, if you are ultimately unable to persuade the debtor to confirm the amount of the debt in writing you might resort to a lesser substitute of writing the debtor and confirming the debt yourself and inviting them to challenge your figure. Such letters often contain a phrase such as: “Unless I hear from you within the next 10 days that you dispute the above figure I will reasonably conclude that you agree that the figure is correct.” While this technique is helpful, it is not the best substitute for affirmative written confirmation from the debtor of the exact amount of the debt.

2. Follow the dispute resolution procedures in your contract

Many construction contracts contain specific dispute resolution procedures describing the steps you must follow in order to make a claim. These often include notification deadlines as well as specific alternative dispute resolution procedures such as mediation or arbitration as a prerequisite or an alternative to litigation. It is important to follow these deadlines and procedures lest you later be determined to have waived your right to make a claim.

3. Calendar your collection deadlines

There are a number of important collection deadlines you must recognize and calendar in order to protect your rights to such important construction remedies as mechanics liens, stop notices, bond claims and other construction claim remedies. If you fail to meet these deadlines you will waive your right to these important claims. For example, in California proper service of a Preliminary 20 Day Notice on the owner, construction lender and prime contractor at the outset of work is often critical to the success of a later claim by a subcontractor or material supplier. Other than serving a Preliminary 20 Day Notice at the beginning of your work, most of the important construction collection deadlines begin to expire within 30 days after completion of the work of improvement. Moreover, for those who do early “site work” the deadlines often begin to expire within 30 days after site work is completed. Contact your local Builder’s Exchange and sign up for a class to learn the rules for mechanics liens, stop notices, bond claims and other construction collection remedies.

4. Do not be deceived into waiving your collection rights

Many in the construction industry are well aware of the important deadlines for pursuing construction claims. Others are not. Some unscrupulous players will lull unsophisticated creditors into a false sense of security with promises that the check is “in the mail” or other false assurances. These tactics may continue until the debtor confirms that the creditor has missed important construction claim deadlines. Avoid this result by calendaring important dates to pursue your construction remedies and inform the debtor that you are fully aware of these deadlines and will act to protect your rights to collection before these deadlines expire.

5. Be careful in your use of releases and your reliance on checks

California Civil Code sections 8132-8138 specify the four types of required releases for use in California construction projects. Two of these releases are “conditional.” Two are “unconditional.” Both release claims to the last date of work specified in the release. Conditional releases can be exchanged for a check. If the check does not clear the bank the release is generally not effective and claim remains viable. However, with the “unconditional” release the claim for payment is generally released as to the date stated regardless of whether the check actually clears the bank. It is therefore very important that you only provide an unconditional release when you know that the check has actually cleared your bank. Please also note that use of a bank cashiers check does not automatically mean the check will be honored. Payment on a cashiers check can still be stopped, usually through an allegation of fraud. Although it is easier to claim fraud than to prove it, the allegation alone is usually sufficient to stop payment on a cashiers check. Please also note that a check drawn on an out-of-state bank is usually held for 10 days before confirmation that it has cleared will be given. Please finally note that Under California Commercial Code section 3311 a check bearing the notation “paid in full” or similar language probably means exactly what it says and the recipient of the check may be precluded from arguing to the contrary even where the recipient believes it was actually owed more than the amount of the check.

6. Do what you can to avoid attorneys and lawsuits

Attorneys can be expensive and litigation is rarely the most efficient way to resolve a dispute. Therefore, before resorting to an attorney, do your very best to exhaust all reasonable efforts to achieve resolution. Remember, it is often better to compromise a bit and receive a check early than face a year or more of uncertainty, expense, business disruption and anxiety. A common outcome of a construction dispute is settlement before trial, with each side bearing their own attorney fees and costs. If you can use your negotiation skills to reach a reasonable resolution before it is necessary to begin paying an attorney, you are often better off.

7. If you must use an attorney, use one with knowledge in construction collections

The practice of law has become extremely specialized. You would never hire a probate attorney to handle a criminal

continued on next page...

Ten Tips for Construction Creditors

...Continued from previous page

matter. You would never hire a patent attorney to deal with a divorce. When you need to resolve a construction dispute hire an attorney who deals with construction disputes. When construction collections are an issue use an attorney with experience in the rules of mechanics liens, stop notices, payment bond claims and prompt payment remedies. Without knowledgeable legal counsel you may miss important deadlines or fail to take advantage of beneficial legal doctrines critical to the successful prosecution or defense of your claim.

8. Documentation of your claim will often be your key to success

If you are unable to resolve the debt yourself, your construction attorney will require full documentation of your claim in order to prove your entitlement to payment or to defend a claim against you. All other things being equal, the party who can best document the validity of its claim or defense will more likely win the case. Of course, good documentation begins long before you ever visit your attorney. It starts with good practices in your office and in the field. Proposals and bids should be clear and unambiguous. Contracts should be closely reviewed and revised. Contract changes must be initialed. Contracts must be signed. All changes in work should be confirmed in signed change orders containing agreed details, price and time extensions. When potential sources of dispute arise they must be fully documented. Documentation of the dispute and all discussions regarding the dispute must continue until the dispute is either resolved or brought through the contractual dispute resolution process. Documentation is the key to success.

9. Let experience guide you to improved procedures

Every construction dispute will teach you something new. It may be that your bid procedures are inadequate. It may be that your contract is poor. It may be that your office procedures are weak. Perhaps your failures are in the field. Whenever you encounter a problem, stop, take stock of the source of your problem, determine if there is anything you can do to prevent the problem in the future and make adjustments in your procedures and paperwork to prevent the reoccurrence of this problem.

10. Trust your instincts

I don't know how many times I have heard a construction client faced with a dire collection situation lament: "I should have trusted my instincts" or "I knew this would turn out bad." It is an all too common conclusion. You are probably reading this because you strive to bring greater success to your business. If your good instincts tell you to walk away from a potential business opportunity, you might do well to follow your instincts and walk away. It will hopefully save you from a world of hurt at a later time and there will probably be a better opportunity around the corner. People who learn to trust their good instincts tend to survive difficult economic times when others do not.

This article was authored by Bill Porter of the Porter Law Group. The Porter Law Group specializes in construction law, labor and employment law, and business entities.

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SIZE	1 Year 12x
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1/4 Page (Color)	\$1,560
1/3 Page (Color)	\$2,175
1/2 Page (Color)	\$2,775
Full Page (Color) - Back Cover	\$5,205
Full Page (Color) - Inside	\$4,920

Size - Width x Height

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1/3 Pg horizontal	(6 1/8" x 3 3/8")
1/3 Pg vertical	(3 5/8" x 7")
1/2 Pg horizontal	(7 1/2" x 4 5/8")
1/2 Pg vertical	(3 5/8" x 9 1/2")
Full Pg	(8 1/2" x 11" + 1/4" bleed all around)

For more information about advertising in the OC Vision, contact Bronwyn Miller by calling (949) 466-1222 or emailing bronwyn@eyescapecs.net.

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