

CALIFORNIA • LICENSED • CONTRACTOR

DR. C. LANCE BARNETT, REGISTRAR

FALL 1997 -- "MARKETING YOUR BUSINESS"

PETE WILSON, GOVERNOR

Report of the Registrar

I have been on the job as the Registrar and Executive Officer of the Contractors State License Board for about three months now. As you can imagine, these are exciting times for me, taking on this challenging new position. These should be exciting times for you, too, since the construction industry is healthier and booming faster than it has in many years. Demand for contractors has grown, so in this issue of the California Licensed Contractor, we offer tips to help you get your piece of the pie. You said you wanted more information about marketing and locating jobs, so in this issue, an educational article, "Marketing Your Business," urges you to develop a marketing plan and suggests some easy-to-apply promotional tips.

CSLB has been busy marketing our services to consumers and warning them about unlicensed contractors at the home shows we attend throughout the state. We have reached more than one-half million consumers, in large part, because of partnerships with construction trade associations. In this issue, we thank them. Read about the success of the Board's Underground Economy Enforcement Unit in locating and bringing to justice an unlicensed contractor whose idea of marketing was selling unsuspecting homeowners a promise and delivering nothing.

At my appointment, I knew that CSLB was in good shape, run by an able staff, and led by a dedicated 13-member policy Board. We have positive achievements in all divisions to report, but we plan to do more than rest on our laurels.

I anticipate the continuation of a healthy Board that will be a potent leader in consumer protection and a contender in the state's strong construction industry.

C. Lance Barnett Appointed As New Registrar

At a special meeting of the Contractors State License Board on Sept. 16, 1997, the Board announced the appointment of Dr. C. Lance Barnett as Registrar of Contractors.

"Lance's solid background in directing government agencies and his demonstrated expertise in strategic planning and visionary leadership proved an unbeatable combination to take the Board into the 21st century," said Doug Barnhart, Chairman.

"His in-depth understanding of the California economy, and the important role that construction and contractors play, will serve California consumers and contractors well."

Previously the Executive Officer of the California State Personnel Board, Dr. Barnett also has held positions as Acting Director and Chief of Staff with the Department of Consumer Affairs, and as Chief Economist with the California Department of Commerce and the Governor's Office of Planning and Research. Since March of 1987, he has been a Director of the California Economic Development Corporations' Vision: CALIFORNIA 2010 Project.

Prior to his government career, Dr. Barnett directed research at the RAND Corporation focusing on housing markets, which contributed to municipal, state and federal housing policy decisions. He



Registrar Dr. C. Lance Barnett

received his B.A. in Economics from the University of California, Santa Barbara, and his M.S. and Ph.D. in Economics from the University of Oregon.

"With the strong foundation already in place, I look forward to building on the Board's success," said Dr. Barnett.

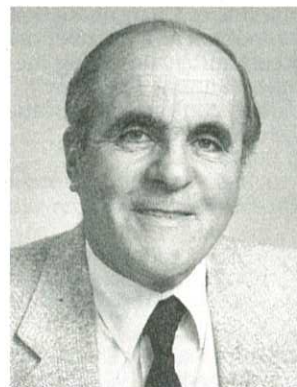
Two New Board Members Appointed

New Board Member Joe Tavaglione Runs Contracting Business

Newly-appointed Contractors State License Board Member Joe Tavaglione, president of Tavaglione Construction and Development, Inc., brings nearly 40 years of construction experience to the Board. Mr. Tavaglione recently was appointed by Gov. Pete Wilson to a four-year term as a contractor member, and in 1997-98, he will serve on the legislation and licensing committees.

Mr. Tavaglione, who got his start in construction as a high school student unloading lumber, has worked in nearly all areas of the business. After serving in the Air Force, he was employed by a home builder and worked in Riverside County and up and down the California coast. In 1960, Mr.

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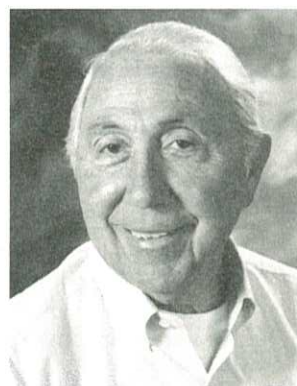
Board Member Jake Shirvanian
story on right

Jake Shirvanian Appointed To Board

Hacob "Jake" Shirvanian, retired vice president for public relations of Western Waste, Inc., recently was appointed to the Contractors State License Board by Gov. Pete Wilson. Mr. Shirvanian, who fills a public member position, is committed to applying a fair hand in dealing with both contractors and consumers.

"As a Board member, I represent the consumer—the public at large," he said. "However, I am a businessman, too, and I know the difficulties of managing a

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Board Member Joe Tavaglione
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Board Briefs

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State of California

Pete Wilson
Governor

Marjorie M. Berte
Director, Department of
Consumer Affairs

Dr. C. Lance Barnett
Registrar of Contractors

Members of the
Contractors State License Board

Douglas E. Barnhart,	A-Contractor, Chair
Marilyn J. Dailey	Public Member, Vice Chair
Robert H. Alvarado	Public Member, Labor
John Chalker	Public Member
Sharon J. Kowertz	Specialty Contractor
Minerva Lopez-Baffo	Public Member
David Lucchetti	Specialty Contractor
Mrs. Phil Moore	Public Member
Hacob Jake	
Shirvanian	Public Member
Timothy Strader	Public Member
Nina S. Tate	B-Contractor
Joe Tavaglione	B-Contractor

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Classification Mergers

At a special Board meeting held on Sept. 24, 1997, Board members voted to withdraw their earlier decision to merge C-34 Pipeline into A General Engineering. Read more about classification mergers in the next issue of the *California Licensed Contractor*.

David Lucchetti Reappointed To The Board

David Lucchetti, president and CEO of Pacific Coast Building Products, was reappointed to a four-year term to the Contractors State License Board. His original appointment was in 1993. Mr. Lucchetti serves as a contractor member.

Mr. Lucchetti has served as Chair and Vice Chair of the Board and has served as a member on every committee, including the strategic planning, Registrar search, and contractors education task force committees.

Board Elects New Chair And Vice Chair



Board Chair Doug Barnhart and Vice Chair Marilyn Dailey

Contractors State License Board members elected San Diego general engineering contractor Doug Barnhart the Chair of the Contractors State License Board for the 1997-98 term. The decision was announced at the July Board meeting in San Francisco. Mr. Barnhart served as Vice Chair in 1996-97 and chaired the Registrar search committee which culminated with the appointment of Registrar Dr. C. Lance Barnett on September 16, 1997.

Mr. Barnhart has served on every committee since his appointment to the Board by Governor Pete Wilson in 1994. "I look forward to moving

ahead with agenda items that benefit both the construction industry and consumers," said Mr. Barnhart. "I am particularly interested in consumer outreach and eliminating unnecessary business restrictions on contractors."

Also at the July meeting, Marilyn Dailey was voted Vice Chair of the Board for 1997-98. Mrs. Dailey, a self-employed consultant and former business owner, has chaired the enforcement and licensing committees and has served on the administration/consumer education, executive and strategic planning committees since being appointed to the Board by Governor Pete Wilson in 1994.

Legislative Update and Resource Directory

Turn to the Legislative Update and Resource Directory in this issue for the latest on legislation.

New Committees With A New Structure

Contractors State License Board committees, where much of the work of the policy Board is accomplished, have been revamped for 1997-98. Now, instead of one chairperson per committee, there are two co-chairs and each committee consists of five members, rather than three.

"By structuring the committees in this way, we will have more input and a broader base from which to make decisions," said Vice Chair Marilyn Dailey.

The new committee assignments are as follows:

Legislation:

Co-chairs: Phil Moore and Minnie Lopez-Baffo
Members: Timothy Strader, Joe Tavaglione, Jake Shirvanian

Licensing:

Co-chairs: Bob Alvarado and Nina Tate
Members: David Lucchetti, Timothy Strader, Joe Tavaglione

Enforcement:

Co-chairs: John Chalker and Marilyn Dailey
Members: Phil Moore, Bob Alvarado, Sharon Kowertz

Consumer & Contractor Education:

Co-chairs: Sharon Kowertz and David Lucchetti
Members: Minnie Lopez-Baffo, Jake Shirvanian, Nina Tate

Executive:

Co-chairs: John Chalker and Doug Barnhart

Marketing Your Business

How do you, the contractor, land new jobs, grow your customer base, and maintain current client lists? Like the operator of any other business, contractors must market their services. Why does your business, or any other, need to market? Well, marketing is considered the fuel that powers your business' engine.

The development of a marketing plan is helpful to the contractor who wants to ensure that continued effort and attention is placed in this vital area of business. A good marketing plan will net you new clients; however, a marketing plan based on satisfying your customers and providing what they need and want will sustain your business over the long run.

Most contractors cannot or choose not to offer their services to any and all possible clientele, so they target identified market segments. You have probably decided the segment of the market on which you focus based on your license type, structure, and location. For example, you may go after commercial or public works projects or concentrate on home remodeling or repair. Perhaps you fill a niche such as renovating repossessed homes.

Below are some ideas to use now and make a part of your ongoing marketing plan.

Communication and Feedback

Communicate with your clients beyond the written contract and plans to discuss their needs and wants before, during and after the job to persuade them that the quality job you perform will be worth the cost. Schedule an interview or send a written survey after the job is complete to

discover areas of improvement so you can refine your marketing plan and deliver the services and products your clients want.

Referrals

Personal contacts represent the major source of business for the new contractor. Word of mouth is regarded as one of the most common sources of new clients. How do you motivate satisfied clients to recommend you?

Make sure clients are satisfied—which is sometimes easier said than done. Conform to generally accepted norms of the industry, set your pricing in line with your competitors, and see that your employees reflect your high standards. Additionally, educate clients about the contracting process because although you are an expert, the average homeowner knows very little about what to expect.

When customers are particularly satisfied, ask if you may use them as references or better yet, ask them to put their compliments in writing and compile a customer portfolio to show prospects.

Rewards

Give your clients a t-shirt, coffee mug or something else inscribed with your business name and, of course, license number by which to remember you. Premiums say "thank you" and remind clients to recommend you.

Advertising

When most people think of advertising, they think of paid television, radio or print ads. For licensed contractors, advertising includes but is not limited to business cards, contract proposals, the lettering on trucks and other vehicles, signs or billboards identifying you or your company as a contractor, any soliciting brochures, pamphlets or circulars, and any directories or listings that show you are a contractor requesting or looking for the kind of work that requires a contractor's license under the Contractors License Law.

Contractors License Law section 7030.5 requires that licensed contractors include their license numbers in "(a) all construction contracts; (b) subcontracts and calls for bid; and (c) all forms of advertising, as

prescribed by the Registrar of contractors, used by such a person."

For more information about contractor advertising, request a free copy of "Advertising Do's and Don'ts for Contractors" from the Contractors State License Board, Public Affairs Office, P.O. Box 26000, Sacramento, California 95826; or fax your request to (916) 255-1395.

Involvement

Join an association, chamber of commerce, builders exchange,

Where To Get More Info

Some local colleges and schools of business offer free consulting and problem-solving teams to assist you in marketing your business.

The California Trade and Commerce Agency offers marketing assistance, business training, one-on-one counseling, and reference materials at California Small Business Development Centers located throughout the state. Call (800) 303-6600 or log onto the Internet at <http://commerce.ca.gov/business/small_starting/sb_sbdc.html>.

Reference material abounds at your local library or book store.

trades guild, or service organization. Affiliation with other like-minded business people provides you with job leads (sometimes in the form of job listings) and a resource for business assistance. Volunteer your expert contractor skills to community projects. Not only will you be helping someone or an organization in need, but you may get some publicity out of it. Alone, you may not be able to pay for and staff a booth at a trade or home show, but as part of a larger organization, you can get your business name out to potential customers who attend such shows.

Media

Offer to write a column about contracting for your local daily or weekly newspaper. The tag line may include your name and business name. Also, let the media know that you are available as an expert in your field of construction and contracting by writing to public affairs directors of radio and television stations.

The Direct Approach

Develop a brochure, letter or newsletter featuring recent projects, construction tips and an explanation of why your services are the best based on the marketing feedback you have collected. Mail it to previous clients, potential clients and those who did not respond to bids.

The extent of your marketing effort is limited only by you, your willingness to tailor your business to your client needs, and the sources available to you. Book stores and libraries have books and workbooks available to help you develop a marketing plan if you desire.



Licensing Requirements in Other States

Below is an order form for the National Association of State Contractors' Licensing Agencies' *Contractors State Licensing Information Directory*. The directory lists more than 140 state agencies nationwide that regulate the construction industry and summarizes each one's requirements. NASCLA promotes it as "an invaluable, one of a kind resource for contractors contemplating work in other states."

NASCLA National Association of State Contractors' Licensing Agencies

IF YOU NEED INFORMATION ON CONTRACTOR LICENSING IN OTHER STATES - YOU NEED A COPY OF THE CONTRACTORS STATE LICENSING INFORMATION DIRECTORY.

The 1997 edition identifies over 140 state agencies that regulate the construction industry. The directory summarizes the prequalification, licensing, examination and bonding requirements. Information regarding reciprocity, license classifications, incorporating and fees is also included. 170 pages

Please send _____ books at \$29.95 each (4th class mail) \$ _____

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Name on Card _____ Signature _____

Marketing Is An Easy Sell For This Contractor

For Eric Dunn, a Placer County general contractor who specializes in home repair and renovation, marketing is a natural and integral part of his contracting business. Successful in his business and in marketing it, he uses traditional marketing methods such as advertising and employs more unusual methods, like hosting his own call-in radio program to promote his business, The Homeowners Helper. Below is some marketing advice from Mr. Dunn.

Image:

Mr. Dunn believes that marketing begins with your image and that of your employees. "I stress professionalism at all levels, notwithstanding the work itself. Are you on time? Are you neat and clean? Do you leave a clean work place? Do you stay in contact with your client? If you answer *yes*, you have an edge," said Mr. Dunn.

Business Ethics:

"When your clients know that you are fair about pricing, that you reveal all costs and inconveniences up front, and that you pull permits, they are more willing to refer you to their friends and relatives," he said.

Working Within Your Community:

Mr. Dunn recently volunteered his services to help complete the Folsom Kids' Playground in a community park. He volunteers often, and he says he gets more out of these projects than he gives. Volunteering provides an opportunity to mingle with other community professionals who feel comfortable asking questions about contracting and building in an informal setting. These questions can lead to new jobs. Mr. Dunn is a member of the National Association of the Remodeling Industry, where he can get help from other contractors when he has a business concern.

The Media:

Mr. Dunn uses the media to his benefit. When he saw a void in a local radio station's programming, he simply walked in and suggested they start a live, call-in program about building and remodeling. Guess who's the host? Mr. Dunn has guests, answers questions, and gives away prizes donated by local merchants. Because of his expert status within the media, he was paid to participate and give a seminar at a Sacramento home show last summer. Mr. Dunn can be heard on AM950 KAH, Auburn, on Saturdays from 11 a.m. to noon.

Client Education:

Mr. Dunn is always available to answer client questions. When he found he was spending much of his time answering the same questions over and over, he wrote a 33-page booklet entitled, "Remodeling 101," which includes his tips and hints for a successful remodel job. He hands it out to potential customers.

Planning:

Not surprisingly, Mr. Dunn champions planning. "You do not necessarily have to write a business plan, but start by putting your company manual, or the company autobiography, on paper. This will help you think through what you want to accomplish and exactly what you have to sell. Start on paper, put it into effect, then follow through," he concluded.

Disciplinary Actions from June 1997 -- Aug. 1997

Note: Disciplinary actions do not include licenses suspended for failure to maintain required bonds. The following explanation may be helpful to identify causes of disciplinary action indicated by sections referenced in the table of Disciplinary Actions.

Business and Professions Codes

490	Relationship of conviction of a crime to licensed activity
7018.5	Failing to provide notice to owner regarding lien provisions
7026.7	Advertising as a contractor without a license
7028	Acting in the capacity of a contractor without license
7029	Contracting as a joint venture without the required license
7029.5	Failing, as a plumbing, electrical sign or well drilling contractor, to display identification on business vehicles
	7029.6, 7029.7
7030	Failing to include in a contract the notice that contractors are licensed by the Contractors State License Board
7030.5	Failing to fulfill the requirement that the contractor's license number be placed on all contracts, subcontracts, calls for bid, and other forms of advertising
7071.11	Judgment or admitted claim against bond
7083	Failing to report a change of address, namestyle, or personnel within 90 days
7085.6	Failing to comply with an arbitration award
7090.1	Failing to comply with civil penalty or "order to correct" in Registrar's citation
7097	Suspension of additional licenses
7098	Revocation of additional licenses
7099.6	Non-compliance with a final citation
7107	Abandonment of a project without legal excuse
7108	Diverted funds or property received for a specific job to other purposes
7109	Willfully disregarded plans and specifications, or failing to complete the job in a good and workmanlike manner
7109.5	Violation of Safety Laws resulting in death or serious injury
7110	Willful disregard and violation of building laws
7101.1	Violating Section 206.5 of the Labor Code
7111	Failing to keep records and to make them available to a representative of the Registrar
7111.1	Refusing to or failing to cooperate with deputy in investigation
7112	Misrepresentation of a material fact on an application
7113	Failing to complete a project for the price stated in the contract
7113.5	Avoiding or settling for less than lawful obligations as a contractor through the various bankruptcy proceedings
7114	Aiding and abetting an unlicensed person
7115	Failing to comply with the Contractors' Law
7116	Committing a willful or fraudulent act as a contractor
7117	Acting as a contractor out of namestyle
7117.5	Contracting with inactive license
7118	Contracting with unlicensed person
7119	Failing to prosecute a job with diligence
7120	Failing to pay for materials or services
7121	Prohibition against associating with suspended or revoked license
7122	Participation of license in violating Contractors Law
7122.5	Responsibility of Qualifying Person for acts committed by his/her principal
7123	Conviction of a Felony in connection with construction activities
7124	A plea of nolo contendere is considered a conviction
7154	Employment of unregistered home improvement salesman
7155	Participation in violation by a home improvement salesman
7157	Model Home kickback prohibition
7159	Failing to comply with contract requirements
7161(b)	False advertising

Licenses Revoked

NAME	CITY	LIC #	DATE	SECTIONS VIOLATED
ACCURATE CONST. INC	LOS ANGELES	585680	5/2/97	7108.6, 7116, 7120
ACTION ROOF CO	NORWALK	530349	6/19/97	7090.1
AMERICAN PRIDE ROOFING CO	PLACENTIA	606627	6/19/97	7090.1
AMEROM INTERNATIONAL	LOS ANGELES	496071	6/13/97	7090.1
APPROVED MOBILE HOME FOUNDATION CO	NEWPORT BEACH	619040	6/19/97	7090.1
ARAGON FLOYD EDWARD	LOS ANGELES	677310	7/23/97	7097, 7098, 7121, 7122.5
ARCADIA CUSTOM PATIO	ARCADIA	490321	7/29/97	7090.1
ARCE ROOFING CO	SAN JOSE	667003	5/30/97	7090.1
ASAHI LANDSCAPE INC	BREA	635094	7/17/97	7107, 7109(A), 7109(B), 7113, 7120, 7085.6
ASPHALT ENG' PALMQUIST PHILIP R	HALF MOON BAY	597680	7/18/97	7097, 7098, 7121.5, 7122.5
ASSOCIATED INTERIORS INC	RIVERSIDE	626483	7/25/97	7097, 7098, 7121.5, 7122.5
ASSOCIATED INTERIORS	RIVERSIDE	460851	7/25/97	7097, 7098, 7121.5, 7122.5
ASSOCIATED CONSTRUCTORS	RIVERSIDE	608440	7/25/97	7097, 7098, 7121.5, 7122.5
ASSOCIATED BUILDING DESIGN AND CONSTRUCTION SERVICES INC	SEASIDE	675899	6/13/97	7083, 7109, 7109b, 7115/7030, 7030.5, 7068.1, 7159/7120, 7097, 7098, 7121, 7121.5
ASSOCIATED CONSTRUCTORS & DESIGN INC	RIVERSIDE	651808	7/25/97	7108.5, 7120, 7113, 7116, 7097, 7098, 7121.5, 7122.5
AUSTIN PHOENIX CO	SEASIDE	583241	6/27/97	7090.1
AUTO-GATE	SANTA CLARA	662089	5/30/97	7090.1

[continued on page 5]

Revocations (cont. from page 4)

NAME	CITY	LIC.#	DATE	SECTIONS VIOLATED
B J J SERVICES CO INC	DOWNEY	673984	6/19/97	7107, 7113, 7115/7030b, 7120
B & M POOL REMODELING	RIALTO	541720	7/29/97	7090.1
BANNICK KURT PLUMBING	POLLOCK PINES	604681	6/10/97	7090.1
BECKER CONSTRUCTION	PENN VALLEY	389512	5/30/97	7090.1
BEITLER R W CONST	LAGUNA NIGUEL	2953714	7/24/97	7090.1
BERCI CONSTRUCTION	NORTH HOLLYWOOD	515520	7/16/97	7090.1
BEST ROOTER	NORTH HOLLYWOOD	650888	6/13/97	7090.1
BOUCHARD ROOFING	CONCORD	609403	6/27/97	7085.6
BRANDONS PLUMBING CO	SAN FERNANDO	201985	7/16/97	7090.1
BRAVO MITCHELL A BUILDERS WEST	ENCINO	508113	6/13/97	7090.1
BUILDING SERVICES	ST GEORGE, UT	401994	7/16/97	7090.1
C I R SERVICES INC	STANTON	338042	7/3/97	7121, 7122.5
	BURBANK	484778	6/11/97	7109a, 7113, 7115/7028, 7088, 717116, 7117.6, 7119
CALDWELL CONTRACTOR	NORTH HOLLYWOOD	541761	7/31/97	7090.1
CALIFORNIA CARPET CRAFTERS	TEMECULA	593010	6/19/97	7090.1
CALIFORNIA SUNSET CONSTRUCTION	HELENDALE	659930	6/11/97	7107, 71113, 7115/7159
CALIFORNIA SPECIALTIES CONSTRUCTION (FORMERLY: BONILLA CONST CO)	SACRAMENTO	674862	6/13/97	7109, 7113, 7110(1689.7), 7115/7159, 7097, 7088, 7121.5
CANTERBURY CARPET MART CITY INVESTMENT	MILLBRAE	220849	5/3/97	7085.6
CARDONATTO DANIEL OMAR	SANTA MONICA	621446	6/13/97	7090.1
CARLTON-ROSS HOMES	NEWBURY PARK	300361	6/16/97	7090.1
CERVANTES CONCRETE CONST	SAN DIEGO	651984	6/30/97	7085.6
CHADWORKS	DURANGO	644735	7/3/97	7108, 7115, 7030, 7071.11, 7083, 7115, 7159(EK), 7117, 7097, 7088, 7121.5
COMSTOCK MICHAEL B CONCRETE CARVINGS	ATASCADERO	360366	6/13/97	7090.1
CRAIG R D	SAN MARCOS	693457	6/15/97	7085.6
D & D BUILDERS	NORTHBRIDGE	356861	7/16/97	7090.1
DE CHENEL WILLIAM	MILPITAS	685484	6/27/97	7090.1
	OAKLAND	559568	7/24/97	7107, 7113, 7115/7159, 7097, 7088, 7121, 7121.5
DEMARAIS JOHN ROBERT	LOS ANGELES	627264	6/13/97	7090.1
DIAZ ASPHALT CO	CARSON	643034	7/22/97	7090.1
DISCOUNT CARPETS	LAKEPORT	680906	6/19/97	498, 7112, 7097, 7098, 7121, 7121.5
DIVERSIFIED CONST DON'S SPRINKLER SERVICE	WALNUT GROVE	657895	5/30/97	7090.1
EIA TECHNOLOGIES	BURBANK	595898	6/13/97	7090.1
ELKA CONSTRUCTION	CORONA	584846	6/13/97	7090.1
ESTRADA ROOFING CO	RED BLUFF	483463	5/30/97	7090.1
FAVAZZO BARBARA GAIL	PORT HUENEME	377742	7/17/97	7090.1
FAVAZZO BARBARA G	CASTAIC	455584	6/11/97	7097, 7098, 7121, 7121.5, 7122, 7122.5
FIRST INSTALLS CONTRACTING	CASTAIC	450194	6/11/97	7097, 7098, 7121, 7121.5, 7122, 7122.5
FORT SUTTER ROOFING	CYPRESS	702071	7/3/97	7121, 7122, 7122.5
	SACRAMENTO	612259	7/24/97	7107, 7109A, 7113, 7115/7030, 7159, 7116, 7111.1, 7097, 7088, 7121, 7121.5
FRENIS DAVID JAMES	WATERBURY, CT	645268	6/16/97	7090.1
GARCO & ASSOCIATES	MONROVIA	406217	7/17/97	7107, 7117.5(C), 7113, 7116, 7115/7030(AI), 7159, 7097, 7098, 7121
GARZA JOE A	SAN DIEGO	601611	6/19/97	7109a, 7110, 7113, 7115/7159, 7116, 7117.5b, 7097, 7098, 7121.5
GIANT ROOFING	ROWLAND HEIGHTS	525287	6/19/97	7090.1
GOLD COAST CUSTOM ROOM INC	CHINO HILLS	696102	7/3/97	7068.1, 7107, 7109A, 7112, 7113, 7115, 7159, 7097, 7098, 7121, 7122.5
GONZALEZ CONCRETE CONSTRUCTION	LA QUINTA	596185	7/3/97	7109A, 7113, 7115, 7030, 7030.5, 7083, 7117A, 7097, 7098, 7121, 7121.5
GOODMAN CUSTOM CONCRETE CO	RIVERSIDE	622149	6/19/97	7090.1
GOPHER BACKHOE RENTAL SERVICE	COSTA MESA	333078	5/2/97	7097, 7098, 7121.5, 7122
GOPHER ENGINEERING INC	COSTA MESA	633654	5/2/97	7097, 7098, 7121.5, 7122
GRACE CO	CANYON COUNTRY	630232	5/30/97	7090.1
HACIENDA LANDSCAPE INC	WALNUT	400171	7/17/97	7097, 7098, 7121, 7121.5
HACIENDA LANDSCAPE INC	WALNUT	533450	7/17/97	7097, 7098, 7121, 7121.5
HACIENDA LANDSCAPE MAINTENANCE INC	BAKERSFIELD	530245	7/17/97	7097, 7098, 7121, 7121.5
HAFEZI BIBI M	FAIR OAKS	662286	5/30/97	7090.1
HARTE R H	APPLE VALLEY	462088	6/19/97	7090.1
HARTSOCK ELECTRIC	SALINAS	445777	5/30/97	7090.1
HATLER CONSTRUCTION	JAMESTOWN	208310	6/18/97	7107, 7109a, 7109b, 7110, 7113, 7097, 7098, 7121.5
HEDER CONST CO	GRASS VALLEY	597788	5/30/97	7090.1
HERRER R Y CONST	MISSION HILLS	294996	7/31/97	7090.1
HOMESTAR (FORMERLY KNOWN AS VIKING GENERAL CONST)	VAN NUYS	700156	6/6/97	498, 7112, 7097, 7121, 7121.5
HONEYCOMB DEVELOPMENT CO INC	CULVER CITY	643661	7/16/97	7090.1
IMAGINEER	AGOURA HILLS	680736	6/13/97	7090.1
INTERNATIONAL EXTERIORS LTD	BENICIA	616853	6/27/97	7109, 7115(7159), 7154, 7113, 7097, 7088, 7121.5
J R CONSTRUCTION	PACOIMA	633580	5/30/97	7090.1
J & A REMODELING INC	LOS ANGELES	628433	7/23/97	7107, 7109(A), 7109(B), 7113, 7115, 7159, 7116, 7117.5(B), 7097, 7098, 7121, 7122.5
JAVAD CONSTRUCTION COMPANY INC	WALNUT	425330	7/17/97	7097, 7098, 7121, 7121.5
JAVAD ABID	WALNUT	399410	7/17/97	7097, 7098, 7121, 7121.5
JJC CUSTOM CARPENTRY INC DBA JOHN'S CUSTOM CARPENTRY	PALMDALE	593933	6/13/97	7090.1
JOHNSON JIM PLUMBING & ROOTER	MURRIETA	626884	7/29/97	7090.1
KARR D R COMPANY INC	NEWPORT BEACH	365863	8/27/97	7107, 7116, 7097, 7098, 7121, 7121.5
KARR DONALD R GENERAL CONTRACTOR	GRANITE BAY	320817	8/27/92	7107, 7116, 7097, 7098, 7121, 7121.5

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Pocket Cards: An Overnight Success

What took an outside vendor four to six weeks to produce, Contractors State License Board (CSLB) staff is doing in 24 hours. Since May of 1997, the Board's data services unit prints and mails an average of 800 plastic pocket cards and wall certificates every day, five days a week. The plastic licenses are produced for new licensees, renewals, additional classifications, and replacements.

The CSLB licensing units enter data that generates the list for pocket cards and certificates each afternoon. The following morning, by 5:30 a.m., the data services unit begins running the cards and certificates. Within three to four hours, the job is complete, stuffed in labeled envelopes, and in the mail for a 2 p.m. pick up.

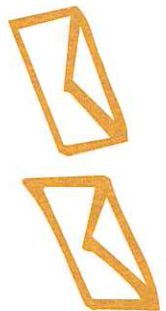
Prior to this in-house set up, the job was contracted to a vendor outside state government. Under that process, contractors received their cards and certificates from four to eight weeks later.

"Not only is in-house production of these cards incredibly efficient, but we expect to break even on the purchase of the new equipment after the first year of operation,"

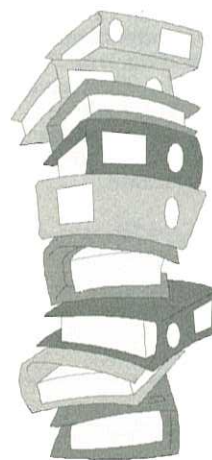
said CSLB Registrar Dr. C. Lance Barnett.

Additionally, the pocket cards have a magnetic strip which currently contains the license number. Eventually more information about the license will be included. Building departments with magnetic strip readers and a computer link to CSLB will be able to swipe the card to check the license number and other information.

If you have received one of the new pocket cards recently and it is illegible or distorted, please return it for a free replacement. To order additional cards or wall certificates, please send a letter plus \$2 for each card and certificate to: Contractors State License Board, License Modification Unit, P.O. Box 26000, Sacramento, California 95826.



CSLB Has Free Products To Help You Market Your Business



To order any of the following, please write to CSLB Public Affairs Office, P.O. Box 26000, Sacramento, California 95826; or fax your request to (916) 255-1395. They are available while supplies last.

— "10 tips for making sure your contractor measures up . . ." is a bookmark size handout. Personalize it with your stamp or sticker to give to potential clients.

— "Get Information To Build On" magnet reminds your potential clients to check contractors' licenses.

— "Get Information To Build On" poster relays the message to hire only licensed contractors and to get additional consumer information from the CSLB.

Post it at your workplace or provide copies for your suppliers.

— "What You Should Know Before You Hire a Contractor" is the 36-page centerpiece booklet from the CSLB, which includes tips and information for consumers. Personalize it with your business stamp or sticker.

— "Home Improvement Contracts: Putting the pieces together," is a booklet that addresses the nuts and bolts of what should be included in any home improvement contract.

New Board Members

Tavaglione

Continued from page 1

Tavaglione joined with his brother to form Tavaglione Construction and Development, Inc. They built homes their first year, then switched to commercial projects, which today include construction of convenience stores and fast food restaurants. In addition to a California license, his company holds contractors' licenses in Hawaii, Arizona and Nevada.

Because he has dealt with construction laws and regulations for four decades, Mr. Tavaglione has a special interest in taking a look at contractor rules and laws and examining whether they are necessary. He knows that many contractors simply make honest mistakes when they violate a contractor law.

"I want to explore why we need these laws and eliminate those that are unnecessary—those that are a burden to the contractor," he said. "There's so much paperwork, and it's costly to have to continuously consult with accountants and attorneys."

Mr. Tavaglione is quick to point out that Tavaglione Construction and Development is a family business not only because it is run by his brother, two sons, two nephews, and himself, but also because the Riverside business' half-dozen qualified employees are like family.

"I'm proud to be a contractor. Unfortunately, a few have given the profession a bad name, but the majority are honest and law-abiding," he concluded.

Shirvanian

Continued from page 1

business, which helps me understand both sides," he added.

Mr. Shirvanian brings with him not only more than 40 years of experience running an international corporation, but the knowledge and background he has acquired serving four California governors as a member of various policy boards, including the California Integrated Waste Management Board and the Small Business Board.

Because he came to the United States from Iran in 1956 and started his waste hauling business from the back of a jalopy truck, Mr. Shirvanian realizes the importance of becoming educated about commerce and learning the legalities of running a business to be successful. He believes that some small and medium-sized contracting businesses find themselves in violation of contracting laws simply because they do not understand them. He envisions the Board participating in public meetings where contractors can ask questions of Board staff and local governments.

Mr. Shirvanian's term is through the year 2001. For 1997-98, Mr. Shirvanian begins his duties as a participant on CSLB committees focusing on legislation and contractor and consumer education.

In further explanation of his educational philosophy, Mr. Shirvanian said, "Educating both contractors and consumers is most important. I want to help show the way for contractors. I want contractors to know that I am a businessman and I understand."

Mr. Shirvanian and his wife Mina live in Glendale. They have two children, a daughter who is chair of the California Community College Board and a son who owns an Italian restaurant.

Additional Information About Employee And Independent Contractors

The summer issue of the *California Licensed Contractor* ran an article entitled "Employee Or Independent Contractor?" which included state government sources of employer information. The California Employment Development Department offers an "Information Sheet Construction Industry," form number DE 231 G, that you can order by calling EDD's 24-hour customer message line at (916) 322-2835 or get online at <http://www.edd.cahwnet.gov>.

Revocations (cont. from page 5)

NAME	CITY	LIC #	DATE	SECTIONS VIOLATED
KENTLINE CONST	LAS VEGAS, NV	505903	6/13/97	7090.1
KOPIN CONCRETE	SHERMAN OAKS	653915	7/18/97	7085.6
L & L CONSTRUCTION	SLIDELL, LA	565379	6/30/97	7090.1
LEVY R J CONST	LOS ANGELES	600288	7/31/97	7090.1
LICERIO RICHARD PLASTERING INC	ANAHEIM HILLS	378516	6/20/97	7085.6
M D C CONST & DEVELOPMENT CORP	TEMPLETON	609990	7/16/97	7090.1
MAC GREGOR ELECTRIC/CONSTR	WOODLAND	565849	6/2/97	7090.1
MAHON ROBERT CONST	CAMARILLO	597490	7/31/97	7090.1
MAPES BRUCE CONST	ALPINE	448100	6/19/97	7090.1
MOR AND MOR CONST	TARZANA	609595	6/13/97	7090.1
MUSE R L CONCRETE SPECIALTIES	REDDING	628593	5/30/97	7090.1
NELSON ROOFING CO THE	PALM DESERT	516729	7/22/97	7090.1
OFA SAKOPO AHO ORIGINAL GARY'S PLUMBING THE	SAN FRANCISCO	638288	5/30/97	7090.1
OWENS ROBERT JEFFREY	VAN NUYS	656279	7/31/97	7090.1
PACIFIC FINISHES	LOS ALAMITOS	572110	5/2/97	7097, 7098, 7121.5, 7122
PIC TILE CO	SAN JUAN CAPSTRANO	426126	7/24/97	7090.1
POPE AND ALAMAR CONST DBA J P'S SERVICE CO	SANTA ROSA	613615	7/27/97	7090.1
POWELL WILLIE A	ELK GROVE	658054	5/30/97	7090.1
PRECISION MASONRY CONSTRUCTORS	LOS ANGELES	297401	6/15/97	7085.6
PRESTIGE ROOFING CO	EL CAJON	619460	6/19/97	7090.1
PRESTIGE ROOFING CO INC	COSTA MESA	597956	6/13/97	7115, 7159, B, E, F, G, J, K, L, 7116, 7120, 7097, 7098, 7121.5, 7122.5
PRODUCTION CONST CO	COSTA MESA	667041	6/13/97	7107, 7108, 7109a, 7110, 7113,
PROWALL PLASTERING	SONORA	453393	7/27/97	7090.1
Q H M INC	JAMUL	635259	6/19/97	7090.1
Q.H.M. INC	WALNUT	680732	6/27/97	7112, 498, 7097, 7121
QUALITY RAINGUTTERS	WALNUT	680732	6/27/97	7112, 498, 7097, 7121
R & M BUILDER'S	NEW WATERFORD, OH	576456	6/19/97	7090.1
RALPH'S PAINTING	SUNNYVALE	690299	7/27/97	7090.1
REMODELING CONCEPTS	LOS ANGELES	516358	6/13/97	7090.1
REPAK CONSTRUCTION	WESTMINSTER	651558	7/31/97	7085.6
RIDGEWOOD PINES ROOFING COMPANY INC	LODI	680968	6/30/97	7090.1
ROBINSON R J CONST	DIAMOND SPRINGS	654501	7/3/97	7107, 7109A, 7113, 7115, 7030, 7030.5, 7159, 7088.1, 7097, 7098, 7121.5, 7122.5
S H ELECTRIC	TORRANCE	630033	6/19/97	7090.1
S & S INDUSTRIES	NORTH HILLS	614790	6/11/97	7109a, 7116, 7161a, 7161c, 7097, 7098, 7121, 7121.5, 7122
SAL'S PLUMBING CO	SAN JOSE	645901	6/1/97	7085.6
SAN DIEGO STRUCTURES INC	SAN FERNANDO	695380	7/16/97	7090.1
SANDOVAL MASONRY & CEMENT	VISTA	567816	6/17/97	7085.6
SANTAGUIDA CONST	FRAZIER PARK	295376	6/13/97	7090.1
SHANNON CONST	SAN FRANCISCO	443376	5/30/97	7090.1
SHANNON CONST	SANTA ROSA	548373	7/27/97	7090.1
SHERMAN CONST & DEVELOPMENT CO	SANTA ROSA	548373	6/2/97	7090.1
SMITH RONALD WOOD	BURLINGAME	538557	5/30/97	7090.1
SONNENBERG E	CHESTER	620077	7/3/97	7109A, 7113, 7115, 7164,
SOSA MASONRY	PLEASANT HILL	410172	4/18/97	7085.6
SOUTH WESTERN CONST	EL MONTE	654488	6/19/97	7090.1
SOUTH-WESTERN CONST	VAN NUYS	604470	7/16/97	7090.1
STEWART LARRY	ESCONDIDO	379780	6/19/97	7090.1
SUNDANCE CONST	BLOOMINGTON	546313	7/29/97	7085.6
THOMPSON	UPLAND	594815	6/13/97	7090.1
THOMPSON'S ROBERT CUSTOM PAINTING & DECORATING	ROUGH AND READY	595918	6/27/97	7090.1
TONY J LOZANO INC	EL CAJON	680874	6/19/97	7090.1
TRANSAMERICAN CONSTRUCTION	MANTECA	208112	1/10/97	7097, 7098, 7121.5
TRIBE LANDSCAPE INC	LA MESA	577615	7/3/97	7107, 7109A, 7113, 7097, 7098, 7121, 7121.5
TUFTS STEVE CONST CO	DIAMOND BAR	705242	7/17/97	7097, 7098, 7121, 7121.5
ULLOLA NICK JET FRAME CORPORATION	EAGLE ROCK	366127	7/23/97	7090.1
WALLER JOSEPH A	WEST COVINA	399479	6/26/97	7090.1
WALTHERS CONSTRUCTION	SAN FRANCISCO	449635	6/27/97	7090.1
WARREN JIM	KAPAA, KAUAI, HI	586537	7/22/97	7090.1
WEATHERGUARD VINYL SIDING	CHATSWORTH	677307	6/11/97	7097, 7098, 7121, 7121.5, 7122, 7122.5
WESTERN CONCRETE CONSTRUCTION	DUBLIN	600677	6/30/97	7090.1
WESTSHIRE HOMES INC	ONTARIO	700211	6/19/97	7090.1
WESTSIDE CUSTOM HOMES INC	FAIR OAKS	538097	6/27/97	7090.1
WHITE RAY DBA WHITE & SONS ROOFING CO	LOS ANGELES	439914	6/6/97	7090.1
WINDOW MASTERS	DIAMOND SPRINGS	314377	7/3/97	7122.5
A PLUS CONSTRUCTION CO * CHOL CHO KYONG	WALNUT CREEK	713605	6/13/97	7071.11, 7107, 7115, 7028, 7159, 7108, 7116, 7097, 7098, 7121, 7121.5
ADVANCED PRECISION CONCRETE	LOS ANGELES	693551	8/28/97	7085.6
AGAPE PLASTERING	REDDING	694206	8/29/97	7071.11, 7097, 7098, 7121, 7121.5
AIR MASTER	HUNTINGTON BEACH	600301	8/11/97	7090.1
ALMADEN VALLEY ROOFING	SAN JOSE	668624	8/20/97	7071.11, 7097, 7098, 7121, 7121.5
AMERICAN WEST CONSTRUCTION	SAN JOSE	657991	8/22/97	7083, 7107, 7113, 7115, 7027.1, 7028, 7159, 7116, 7117.5 C, 7097, 7098, 7121, 7121.5
ASPEN CONSTRUCTION	ROSEVILLE	344336	8/20/97	7109 A, B, 7110, 7113, 7097, 7098, 7121
B P CONSTRUCTION	COLFAX	411096	8/20/97	7109, 7113
BALLESTEROS CONSTRUCTION	STOCKTON	700979	8/20/97	7107, 7110 (1689.7), 7115 (7030, 7159), 7083, 7097, 7098, 7121, 7121.5
BEITLER R W CONSTRUCTION	RANCHO CUCAMONGA	656526	8/15/97	7107, 7109 A, B, 7113, 7115 (7030, 7068), 7159, B, G, J, K, 7116, 7125.1, 7097, 7098, 7121, 7121.5
BENNETT ERNEST FRANK III	LAGUNA NIGUEL	692699	8/22/97	7085.6
BLUE STAR CONSTRUCTION INC	CARSON	663460	8/13/97	7090.1
BOURKE JOHN	CHATSWORTH	611742	8/13/97	7090.1
	SEPULVEDA	620783	8/28/97	7090.1

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Revocations (cont. from page 6)

NAME	CITY	LIC.#	DATE	SECTIONS VIOLATED
BRUNO JIM CONSTRUCTION	SANTA ROSA	527485	7/30/97	7109 A, 7110, 7113, 7115, 7030, 7159, 7117, 5, 7097, 7098, 7121.5
BUTLER CRAIG CONSTRUCTION	ELK GROVE	434216	8/29/97	7120, 7117.5 B, 7115 (7030, 7159), 7097, 7098, 7121, 7121.5
CALCO WEST ELECTRIC	PASADENA	507642	8/19/97	7090.1
CATER GREGORY ARNOLD	LOS ANGELES	487884	10/8/96	7114
CENTURY BUILDERS INC	ORANGE	516985	8/28/97	7107, 7113, 7115/7159/7120, 7097, 7098, 7121, 7121.5, 7122
CHEROKEE PLASTERING	ATASCADERO	566523	8/28/97	7090.1
COHEN JON HOWARD DBA FENCE CRAFTERS	NEWBURY PARK	660249	8/28/97	7090.1
CONCEPTS UNLIMITED CONSTRUCTION	SIMI VALLEY	667372	8/19/97	7090.1
DALTON LANDSCAPE CONSTRUCTION	LAGUNA NIGUEL	503552	8/25/97	7090.1
DAN'S CUSTOM CARPENTRY	PEARLBLOSSOM	696063	8/28/97	7090.1
DEMARAIS JOHN ROBERT	LOS ANGELES	627264	8/11/97	7090.1
DEMERO CONSTRUCTION INC	SAN JOSE	690733	8/29/97	7107, 7108, 7109 A, 7113, 7115/7027.1, 7120, 7154, 7097, 7098, 7121
DIAMOND ROOFING CO	CAMPBELL	436267	8/22/97	7097, 7098, 7121, 7121.5
DOLAN R BUILDER	PORTOLA	680351	8/20/97	7107, 7109 A, B, 7110, 7113, 7115, (7159), 7161 B, 7097, 7098, 7121, 7121.5
FAITH BUILDING AND INVESTMENT	SAN PEDRO	418244	8/8/97	7107, 7109, 7113, 7115/7159, 7097, 7098, 7121, 7121.5
G P CONTRACT CORP	CARMEL	629523	8/26/97	7109 B, 7113, 7115/7030, 7159, 7117, 7097, 7098, 7121.5
GENGHIS SUN	PASADENA	454258	8/8/97	7097, 7098, 7121.5, 7122.5
GUTHRIE CONSTRUCTION	VICTORVILLE	672983	8/28/97	7090.1
HALBERT DEAN CONST	THOUSAND OAKS	685924	8/28/97	7090.1
HEINSAAR & SONS' ROOFING	WOODBIDGE	686851	8/28/97	7090.1
HERRENBRUCK JAMES	RICHMOND	564967	8/8/97	7071.11, 7107, 7109 A, 7113, 7120, 7097, 7098, 7121, 7121.5
INTERNATIONAL EXTERIORS LTD	BENECIA	616853	8/28/97	7090.1
JOHNSON CONSTRUCTION AND DEVELOPMENT	NORCO	373187	8/20/97	7159 F, G, J, L, 7120, 7119, 7117.5 C, 7097, 7098, 7121.5, 7122.5
JOHNSON & SONS CONST COMPANY	COMPTON	423195	8/19/97	7090.1
JONES RAY LANDSCAPING	PALMDALE	506476	8/13/97	7090.1
KROUSE AND SONS CONSTRUCTION	DORRIS	684511	8/8/97	7109 A, 7113, 7115/7159, 7071.11, 7097, 7098, 7121, 7121.5
KYMC0 INC	MOSS BEACH	652304	8/29/97	7109 A, B, 7116, 7115, 7083, 7097, 7098, 7121, 7121.5
LGP CONSULTING	SAN DIEGO	337503	8/14/97	7085.6
MC GINN PLUMBING & SEWER SERVICE	MODESTO	683670	8/28/97	7090.1
MC DANIEL ROOFING	WEST HILLS	547090	8/28/97	7090.1
MIRAMAR CONSTRUCTION CO	MONTEREY PARK	521148	8/8/97	7107, 7109 A, 7113, 7116, 7119
MOWRY/CHAN CONSTRUCTION GRP	SIMI VALLEY	688458	8/28/97	7090.1
NADAL CONSTRUCTION	STUDIO CITY	623232	8/11/97	7090.1
NAIRICO CONSTRUCTION INC	GLENDALE	675474	8/6/97	7107, 7109 A, B, 7108, 7111.1, 7113, 7115, 7030, 7083.1, 7159, 7116, 7097, 7098, 7121, 7121.5, 7122.5
NELSON DAVE POOLS INC	MODESTO	457255	8/28/97	7090.1
NELVAC CONSTRUCTION CO	GLENDALE	563177	8/6/97	7097, 7098, 7121.5
NICARAGUA CONSTRUCTION CO	SAN FRANCISCO	670554	8/28/97	7090.1
ORCA CONSTRUCTION	AUSTIN, TX	694770	8/19/97	7090.1
PARKS MITCHELL CORPORATION DBA CAPISTRANO GARDENS LANDSCAPE	SAN JUAN CAPISTRANO	583355	8/15/97	7107, 7113, 7115 (7159 D, E, G), 7120, 7097, 7098
PHOENIX COMPANIES SERVICE BENEFIT CO	SAN DIEGO	532452	8/14/97	7085.6
PLUMB'S CONSTRUCTION/REPAIR	REDDING	695585	8/28/97	7090.1
PORFIRIO GARCIA	SAN DIEGO	583863	8/19/97	7085.6
POST OIL AND CONSTRUCTION INC	SACRAMENTO	591951	8/22/97	7107, 7109 A, 7115 (7030, 7030.5), 7097, 7098, 7121
PRIDE CONCRETE CONSTRUCTION	SAN MATEO	702895	8/28/97	7090.1
PROJEX	CARMEL	600354	8/26/97	7097, 7098
RHEE CONSTRUCTION	LOS ANGELES	371929	8/19/97	7090.1
ROSENFELD N DAVID	LOS ANGELES	508255	8/28/97	7090.1
RUSON DEVELOPMENT CONSTRUCTION	CORONA	607273	8/20/97	7109 A, 7113, 7115 (7068.1), 7030, 7083, 7083.1
SCOTT J CONTRACTING	REDDING	335329	8/28/97	7090.1
SCOTTY'S ROOFING	WOODSIDE	668539	8/29/97	7113, 7120, 7115 (7030, 7159), 7083, 7097, 7098, 7121, 7121.5, 7071.11
SIGNATURE CONSTRUCTION	SACRAMENTO	526245	8/20/97	7107, 7109 A, 7113, 7115 (7159), 7097, 7098, 7121, 7121.5
SOLUTION DESIGNS	TUSTIN	609309	8/11/97	7090.1
SPAMAN/DELTA SPA & POOL	STOCKTON	527338	8/28/97	7090.1
STEVENS FRANK PAVING	ROCKLIN	661424	8/20/97	7107, 7109, 7110 (1689.7), 7113, 7115 (7159), 7097, 7098, 7121, 7121.5
STEVENS RICK PAVING TANK CONSTRUCTION INC DBA POST TANK	GILROY	675426	8/20/97	7122.5, 7097, 7098
THOMAS CONCRETE	WEST SACRAMENTO	557238	8/22/97	7121.5
THOMPSON MICHAEL	ONTARIO	661993	8/7/97	7085.6
TURNER R J PAINTING	BURBANK	412889	8/19/97	7090.1
VANDERZANDEN GREG CLARENCE	OXNARD	339437	8/28/97	7090.1
WAGON WHEEL INC DBA SANTA CLARA VALLEY	SAN JOSE	657077	8/29/97	7107, 7109 A, B, 7113, 7115 (7071.13), 7027.2, 7116, 7117 A, 7115.5 C, 7117.6, 7097, 7098, 7121, 7121.5
WEST TOM JR	SAN JOSE	459205	8/29/97	7107, 7109 A, 7113, 7115/7030, 7159/7116, 7120, 7097, 7098, 7121, 7121.5, 7122
WESTSHIRE HOMES INC	SANTA CLARITA	575419	8/19/97	7090.1
WINDSTAR CONST	FAIR OAKS	538097	8/28/97	7090.1
	FOLSOM	458063	8/28/97	7090.1

Unlicensed Contractor Runs But Cannot Hide

After ripping off South Bay consumers to the tune of \$150,000 and violating probation by fleeing to Arizona, Tony Miller, an unlicensed contractor, recently was extradited to California to face sentencing in Santa Clara and Monterey Counties.

The story is more than a simple game of hide and seek. The Contractors State License Board's Underground Economy Enforcement Unit staff spent months following leads and turning over every stone to track down Miller and bring him back to California.

For several years, Miller had been using a false contractor's license number and taking down payments for window installation and general contracting but not completing the work. By early 1997, in addition to CSLB's citations, he had racked up ten counts of criminal fraud and had been charged and arraigned in Monterey County. While pending sentencing in Monterey, the Santa Clara District Attorney issued an arrest warrant and ordered Miller to appear for arraignment in Santa Clara County. However, he failed to show for his court appearance.

After diligent but unsuccessful attempts by the California Highway Patrol to find and arrest Miller, the Santa Clara County DA asked the Contractors State License Board's UEEU staff to try

its hand at locating him.

CSLB staff checked several of his last known addresses to no avail, but discovered he was driving a leased truck, the payments of which were being made from Chicago. After further inquiries in Illinois, CSLB staff was able to follow Miller to Phoenix.

Miller supposedly was living with a friend in a Phoenix mobile home park located near a country western bar.

With that, UEEU staff began cold calling every mobile home park in the city asking for help and narrowed it down to one particular park.

Armed with this information, plus tips on other possible addresses, the Phoenix police picked up Miller after spotting his vehicle. They followed him, made a visual identification, and after fingerprinting confirmation, the extradition process began.

This case ended with Miller returning to California to face charges in Santa Clara County and resentencing in Monterey County, but it began with the professional work and many hours put in by CSLB San Jose District Office deputies who originally investigated the complaints and compiled the evidence against Miller. They continued with this case by working with the Board's UEEU staff to locate him.



Thank You, Partner!

With a little help from our industry partners and consumer-oriented show developers, the Contractors State License Board has been able to spread the word to consumers and contractors about Contractor License Law, hiring licensed contractors, and the construction process. Thanks to partners who either provided space or helped the Board obtain booth space at home and trade shows, 556,000 consumers and contractors have been reached. The partners for 1997 include:

The League of California Homeowners, California Landscape Contractors Association, Independent Pool and Spa Service Association, Alameda Trades Guild, San Mateo Trades Guild, Contra Costa Trades Guild, Santa Maria Valley Contractors Association, Sacramento Valley Floor Covering Association, El Dorado Builders Exchange, East Bay Trades Guild, Sacramento Pool and Spa Association, the San Fernando Valley Chapter of the National Association of the Remodeling Industry, the Sacramento Trades Guild, North Coast Builders Exchange, San Jose National Association of the Remodeling Industry, Placer County Builders Exchange, Sacramento National Association of the Remodeling Industry, Sierra Pacific Power Company, San Diego Building Department, Southex, N.E.C., Show Box Productions, Showcase Events, Bakarich Presents, Metro Expositions, Westward Expos, Napa-Solano Home Show, and Comfort Systems.

Up Close and Personal With CSLB

Would your association, chamber of commerce or service organization like to have someone from the Contractors State License Board speak at one of your meetings? The CSLB Speakers Bureau will arrange for a speaker to address topics such as licensing, enforcement, and consumer education.

To get the ball rolling, contact the CSLB Public Affairs Office for a speaker request form, P.O. Box 26000, Sacramento, CA 95826; or fax (916) 255-1395.

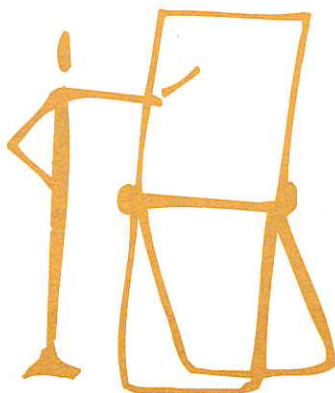
CSLB Calendar

CSLB Board Meetings:

Dec. 9-10, 1997: Committee Meeting, Sacramento

Jan. 13-14, 1998: Board Meeting, Sacramento

March 4-5, 1998: Committee Meeting, Glendale/Burbank



Get Into The Contractor Education Corner

Is your nonprofit trade organization or public educational institution offering a contractor educational opportunity in 1998? CSLB will publish on a first-come, first-served basis notices of educational conferences, workshops, and

seminars that relate to general construction trades, such as health, safety, law and management. The winter and spring issues of the *California Licensed Contractor* will include a "Contractor Education Corner" for these notices.

Please fax or mail your information to (916) 255-1395 or mail to CSLB, Public Affairs Office, P.O. Box 26000, Sacramento, CA 95826. Space is limited.

Organization name: _____

Event: _____

Intended audience: _____

Date: _____ Time: _____

Fee: _____

Contact person: _____

Contact phone, fax, Internet or address: _____



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C. Lance Barnett, Ph.D., Registrar
December 1997

Legislative Update and Resource Directory

Legislative Committee's Goal Is To Produce Smart Legislation

The Contractors State License Board Legislative Committee is off and running for the 1997-98 fiscal year. Headed up by Board Co-Chairs Mrs. Phil Moore and Minnie Lopez-Baffo, this committee is charged with the responsibility of analyzing pending legislation, as well as sponsoring legislation relating to the construction industry.

With an eye on its strategic objective -- to "ensure all statute and regulations are necessary and easily understandable and equitable to consumers and contractors," this committee is dedicated to supporting the type of legislation that is good for contractors, as well as the consumer.

"I'm thoroughly convinced that what's good for consumers is good for business," said Co-Chair Minnie Lopez-Baffo. "Our challenge will be

finding the right legislation that promotes the ideal and creates a level playing field."

While the predicted forecast for the legislative year is low key due to the end of the two-year legislative session -- that isn't putting a damper on the committee's goal to produce smart legislation.

"The industry needs to know that we're open to their suggestions," said Co-Chair Mrs. Phil Moore. "Consumer protection is the cornerstone to our mission, and I believe that with their cooperation, we can make a difference in improving the marketplace for everyone," she added.

The committee holds quarterly public meetings, and industry members are encouraged to voice their concerns and participate in the process.

"We have some fence tending to do -- with both the industry and the legislature," said Mrs. Moore. "But I believe we're on the right track."

New Legislative Topics At A Glance

AB 206 (Chapter 416), Hertzberg

Requires all state agencies with an Internet website to make certain information available on the website.

AB 772 (Chapter 469), Margett

Amends the Contractors License Law concerning construction-related judgments.

AB 1213 (Chapter 888), Miller

Requires CSLB to establish a certification program for home improvement contractors by Jan. 1, 1999.

SB 299 (Chapter 334), Mountjoy

Includes cleanup legislation regarding building permits and reapplication for licensure after a denial.

SB 825 (Chapter 813), Greene

Gives the Board a two-year sunset extension.

SB 857 (Chapter 812), Polanco

Revises the definition of the General Building Contractor license classification.

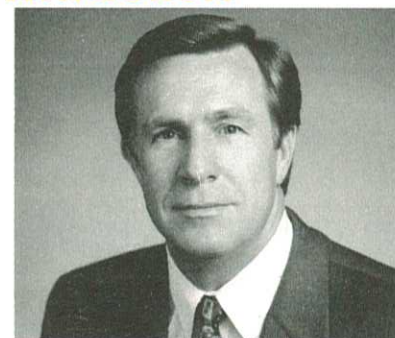
Assembly Member Miller Is An Advocate For Construction

If the name Assembly Member Gary Miller doesn't ring a bell for you, it should. As a contractor in the construction business himself for more than 25 years, Assembly Member Miller is a strong and effective advocate for the construction industry. Mostly, due to his "first hand" knowledge of the industry, as well as a clear understanding of complicated issues, Miller is known for his ability to debate the tough issues on behalf of the industry.

Miller started his company, G. Miller Development Company, in his early 20's in the San Gabriel Valley. It grew from building single family and custom homes to developing planned communities. He is still actively involved in real estate through his business and Caroline Pacific Corporation.

Recently, Miller was recognized by the American Subcontractors Association of California as the Legislator of the Year for his tireless support of the construction industry and his work on AB 940, the Retention Reform bill. He has also worked enthusiastically with the Board on some of its most critical legislation.

Miller began his public service career in 1982 when he served on a local school board. From



Assembly Member Gary Miller

there, he served as a Los Angeles County Supervisor, a member of Diamond Bar's first city council, and as Diamond Bar's Mayor. In May 1995, he was elected to the California State Assembly.

He currently represents the 60th district, serving areas including Diamond Bar, City of Industry, La Mirada, Pomona and Whittier, is Vice Chairman of the Assembly Budget Committee, and is the spokesman for the Assembly Republicans on all budgetary and fiscal matters. Areas of strong interest for Miller include insurance reform and decreasing unnecessary regulations burdening California businesses.

Miller and his wife Cathy have a daughter and two sons.

Legislative Update

Summary of the 1997-98 Legislative Session

AB 772 (Chapter 469), Margett

This is a summary of significant legislation that the Contractors State License Board staff followed during the 1997-98 Legislative session. All bills in the summary have been signed by Governor Wilson (chaptered) and become law on Jan. 1, 1998, unless otherwise indicated.

The Contractors State License Board sponsored the following bills: AB 772 (Chapter 469), Margett; AB 1213 (Chapter 888), Miller; and SB 299 (Chapter 334), Mountjoy.

A bold asterisk (*) has been used to draw attention to legislation that may impact the operations of CSLB licensees.

This bill amends the Contractors License Law provisions concerning construction-related judgments by allowing the CSLB to suspend, rather than cancel, certain types of contractor licenses, such as partnerships. Prior to AB 772, Business and Professions Code section 7071.17 required the cancellation of licenses associated with a CSLB licensee who has been named in an unsatisfied construction related civil court judgment (under certain conditions). The provisions of AB 772 will allow licensees the opportunity to settle civil disputes and reinstate the affected licenses.

Note: The Contractors License Law defines a home improvement project in pertinent part, as: "The repairing, remodeling, altering, converting, or modernizing of, or adding to, residential property and shall include, but not be limited to, the construction, erection, replacement, or improvement of driveways, swimming pools, including spas and hot tubs, terraces, patio awning, storm windows, landscaping, fences, porches, garages . . . and other improvements of the structures or land which is adjacent to a dwelling house."

Applicants for the home improvement certification must hold a current and valid license and submit an application as prescribed by the Registrar. The Board has determined that no fees will be charged for the home improvement certification. The program will sunset on Jan. 1, 2004, unless continued by additional legislation.

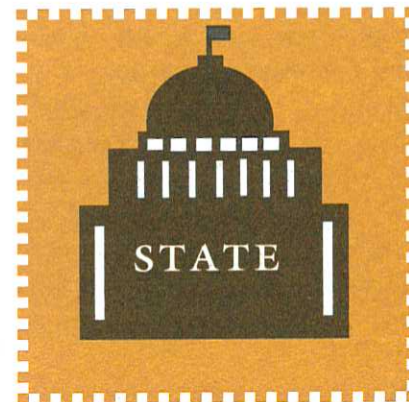
The CSLB plans to send notices to licensees regarding the requirements of this bill by July of 1998. However, notices will be sent to the current address of record. If you have moved and have not notified CSLB, please do so. A change of address form is on the back page of this insert.

AB 206 (Chapter 416), Hertzberg

The Citizen Complaint Act of 1997 will be implemented on or before July 1, 1998, or within six months of establishment of an Internet website. All state agencies with an Internet website must provide Internet access to consumer complaint forms, along with downloading and filing instructions. The bill also requires state agency websites to include the ability for the public to register complaints concerning agency performance. The CSLB anticipates compliance by the spring of 1998. CSLB's website address is <http://www.cslb.ca.gov/>.

* AB 1213 (Chapter 888), Miller

This bill requires the CSLB to establish a certification program for home improvement contractors by Jan. 1, 1999. **On and after July 1, 2000**, a contractor will be prohibited from engaging in the business of home improvements or providing home improvement goods or services, either as a prime contractor or a subcontractor, unless and until the contractor is certified as a home improvement contractor. Home improvement certification will be obtained when the qualifier for the currently held license passes an open book exam. No other certification requirements are anticipated.



Legislative Update

Summary of the 1997-98 Legislative Session

SB 299 (Chapter 334), Mountjoy

This bill is CSLB cleanup legislation and accomplishes the following:

1. The Legislature has maintained the provision of existing law which requires the CSLB to discipline contractors for failing to obtain building permits. However, the bill provides an amendment which will allow the CSLB to issue citations for this violation, as opposed to existing law which requires suspension or revocations.
2. The bill specifies that the earliest date for reapplication after denial of licensure is one year, unless the Board prescribes an earlier date.



SB 825 (Chapter 813), Greene

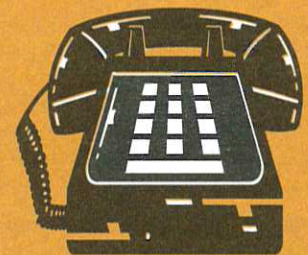
This bill gives the Board a two-year sunset extension. Unless extended by other legislation, the Board's inoperative date will be July 1, 2000, and the sunset date will be Jan. 1, 2001. Also, the bill contains a requirement that the Board review the specialty license classifications for potential consolidation or other

appropriate action. A report on the Board's findings is due to the California Department of Consumer Affairs and the Legislature by Oct. 1, 1998.

* SB 857 (Chapter 812), Polanco

One of the more significant provisions of the bill revises the definition of the General Building (B) contractor license classification. The following points outline the scope of the projects that can be undertaken by General Building contractors effective Jan. 1, 1998:

- ☐ General Building contractors may take a prime contract or subcontract that involves framing or carpentry.
- ☐ General Building contractors may take a prime contract or subcontract that involves at least two unrelated trades or crafts other than framing or carpentry. Framing or carpentry cannot be counted as one of the two unrelated trades or crafts.
- ☐ General Building contractors may take a prime contract for a single Specialty trade (C-36 Plumbing, C-10 Electrical, C-43 Sheet Metal, etc.) provided the work of the contract is subcontracted to a properly licensed Specialty contractor.
- ☐ General Building contractors holding a Specialty license classification may take any contract involving the scope of work that falls under that Specialty license classification.



If you are interested in legislation that impacts your license, you may periodically check the Board's Automated Phone Response System at (800) 321-2752 and press "271" for a legislative update, or visit the Board's website:

www.cslb.ca.gov

If you would like copies of any of the chaptered bills referenced in this update, call the State Legislative Bill Room at (916) 445-2323 or request them in writing from the State Legislative Bill Room, State Capitol, Room B-32, Sacramento CA 95814.

Also SB 857 specifies that, whenever a complaint against a licensee involves an expert witness who the CSLB has engaged for services, the CSLB shall provide a copy of the expert's report to the complainant, the contractor against whom the complaint was filed, and any third parties with direct interest (e.g., surety companies) if requested. This portion of the bill takes effect July 1, 1998.

Resource Directory

CSLB OFFICES

HEADQUARTERS: 9835 Goethe Road, Sacramento
CA 95827 (916) 255-3900
Automated Phone Response System:
(800) 321-2752
Disaster Hotline: (800) 962-1125

NORTHERN REGION: 10365 Old Placerville Road,
#220, Sacramento CA 95826 (916) 255-4027
LEGAL ACTION DISCLOSURE: (916) 255-4041
UNLICENSED ACTIVITY UNIT: (916) 255-2924

FRESNO: 3374 E. Shields Ave., #E-17, Fresno 93726
(209) 445-5281

BAKERSFIELD BRANCH: 1601 New Stine Rd. #182,
Bakersfield 93309 (805) 834-5263

OAKLAND: 8201 Edgewater Dr., #200, Oakland
94621 (510) 577-2429

ROSEVILLE: 151 N. Sunrise Ave., #1107, Roseville
95661 (916) 782-1610

REDDING BRANCH: 1900 Churn Creek Rd., #117,
Redding 96002 (916) 224-4790

SACRAMENTO: 10411 Old Placerville Road, #215,
Sacramento 95827 (916) 255-4450

MODESTO BRANCH: 1209 Woodrow Ave., #C-4,
Modesto 95350 (209) 576-6235

SAN FRANCISCO: 301 Junipero Serra Blvd., #206,
San Francisco 94127 (415) 469-6200

SANTA ROSA BRANCH: 50 D St., #105, Santa
Rosa 95404 (707) 576-2192

SAN JOSE: 100 Paseo de San Antonio, #319, San
Jose 95113 (408) 277-1244

VENTURA: 1787 Mesa Verde Ave., #110, Ventura
93003 (805) 654-4515

SOUTHERN REGION: 7001 Village Dr., #260, Buena
Park 90621 (714) 994-7430

LEGAL ACTION DISCLOSURE: (714) 994-7450
UNLICENSED ACTIVITY UNIT: (714) 994-7435

GLENDALE: 411 N. Central Ave., #525, Glendale
91203 (818) 543-4731

INGLEWOOD: 1 Manchester Blvd., #603,
Inglewood 90301 (310) 412-6395

LONG BEACH: 245 W. Broadway, #145, Long
Beach 90802 (562) 590-5331

MORENO VALLEY: 12981 Perris Blvd., #208,
Moreno Valley 92553 (909) 485-6011

SAN BERNARDINO: 1250 E. Cooley Dr., #200,
Colton 92324 (909) 370-4583

SAN DIEGO: 5280 Carroll Canyon Rd., #250, San
Diego 92121 (619) 455-0237

SAN GABRIEL: 729 N. Azusa Avenue, #2B, Azusa
91702 (626) 815-8468

SANTA ANA: 28 Civic Center Plaza, #351, Santa
Ana 92701 (714) 558-4086

VAN NUYS: 6150 Van Nuys Blvd., #300, Van Nuys
91401 (818) 901-5168

CHANGE OF ADDRESS FORM

Please type or print in ink. Forms completed in pencil are not acceptable.

Full Business Name (as it appears on CSLB records)

License Number

Number/Street or P.O. Box City State Zip Code

New Business Mailing Address

If mailing address is a P.O. Box, you must also provide the street address of the business.

Number/Street City State Zip Code

I certify under penalty of perjury under the laws of the State of California to the truth and accuracy of the above information.

Signature of Owner, Partner or Officer Date Phone Number

Mail to:

CSLB, License Modification Unit, P.O. Box 26000, Sacramento, California 95826

CSLB AUTOMATED PHONE RESPONSE SYSTEM: (800) 321-2752 (CSLB)

The Automated Phone Response System (APRS) can be reached toll-free at **(800) 321-2752**, for obtaining information, forms, publications and other valuable assistance pertaining to contracting and the Contractors State License Board. The CSLB Internet website, **www.cslb.ca.gov**, is another source of information. The following information is available from the Internet: license and application status information; licensing and exam information; how to file a complaint; information for disaster victims; order forms and applications; CSLB office locations; CSLB publications and pamphlets; new topics; and new laws and pending legislation.

CSLB Internet Address: <http://www.cslb.ca.gov/>