



FEBRUARY 2018

Founders' Message

Happy Valentine's Day from our team here at Landesign! Valentine's Day is a special day dedicated to expressing your love and gratitude for those nearest and dearest to you. Our team feels honored and thankful for the continued opportunities to serve our wonderful clients and community. We truly appreciate your support and hope that you have a wonderful time celebrating this holiday.

Last month, we asked for your feedback as a way to help us identify areas in which we can improve in 2018. This feedback will be used to guide this month's strategic planning meeting as we continue to work to grow and better our company. The results are in, and we'd like to share some of the highlights with you:

- Over 92% of our clients said they would recommend Landesign as a landscaper referral.
- Nearly 90% of our clients rated their overall satisfaction with our customer service as "Good" or "Excellent."
- Nearly 80% of our clients reported that they received helpful suggestions for how to improve their property from their Landesign Account Manager.

Most importantly, we learned that there are several areas of our company where improvements can be made. No matter in what ways our company grows or changes, your satisfaction with both our customer service and landscaping service remains our top priority. If you did not get a chance to participate in our survey or if there is any additional feedback you'd like to offer our company, please contact us. We'd love to hear from you!

Sincerely,

John and Denise Fitzgerald
Landesign C&M, Founders



Spotlight: ECHO



Guillaume Couret, Marin County Account Manager, and Blaise Turek, Business Development, hosted our booth at a local ECHO seminar and trade show in San

Rafael at the Embassy Suites on Saturday, February 3, 2018. We recognize the importance of staying informed and working to build a stronger community, so the ECHO trade show was a great opportunity for us to offer our support.



The Executive Council of Homeowners (ECHO) is the only California non-profit dedicated to educating and advocating on behalf of California HOAs. ECHO is committed to working to strengthen community associations on many different levels.

Education. ECHO publishes articles by industry experts and hosts frequent educational seminars.

Advocacy. ECHO lobbies to improve the laws that govern local HOAs, and to limit the damage from pending legislation.

Support. ECHO talks to their members about problems in their HOAs and provides helpful articles and tips to get them through tough situations.



Roses and Pruning

Winter is a great time to prune your roses! If you have not done so already, here are a few of the important steps for pruning your roses to ensure they are prepared for the year ahead.

- **Gather Supplies:** Proper rose pruning typically requires gloves, pruning shears, loppers, a small rake and a trashcan; although it's possible additional supplies may be needed to complete the job. If you're not sure where to begin or don't have everything you need, contact our team for advice.
- **Remove Leaves, Wood and Debris:** Before pruning, it's important to clean the area around your rose bushes, removing any fallen leaves, dead wood

and other debris. You'll also want to remove any skippy shoots, diseased or internally crossing canes, and all remaining leaves from your roses before pruning back in the winter.

- **Identify Strong Canes:** Find a circle of 3-6 healthy canes that will serve as your plant for the upcoming year. Cleanly cut or saw out all of the rest.
- **Cut Canes to a Bud:** Cutting canes down to a good, strong, outward facing bud can be tricky if you have not done so before. Generally, you'll want to cut your canes to be 1/3 to 1/2 from its original length, or to where the wood is at least pencil-sized. If you have not cut canes before, it may be best to consult a professional for guidance.
- **Clean Up:** Once your roses have been cut back, you'll want to be sure to remove any remaining leaves from the plant and clean up any leaf litter around it. Finish up by quickly digging around the plant to freshen up the soil and work in any leftover fertilizer.

While these are the general rules of thumb for pruning roses, it's important to consider the specific type of rose you are working with as the guidelines can vary. For more information on pruning your roses, [contact our team](#).



Join the Landesign Team

We're having a job fair this Saturday, February 10th, from 2:00pm - 4:00pm! Stop by our office, located at 1328 Airport Blvd., Santa Rosa, CA 95403, to fill out an application and speak with a hiring manager.

With positions open in Santa Rosa and San Rafael, we're hiring experienced Foremen, Crew Leaders, Irrigation Techs, Laborers, and Gardeners. We're offering full-time, year-round positions with competitive pay, benefits, and bonuses.



We hope that you've enjoyed this month's newsletter! Please let us know if there is anything you'd like to see in future newsletters by replying to this email or contacting us [here](#) – we look forward to hearing from you!

Do You Have a Landscaping Project in Mind?

[Click here to contact us and get started!](#)



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