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JANUARY 2019

Founders' Message

Happy New Year! Here at Landesign, we've had a lot to celebrate over the past year, and are excited for what 2019 will bring. The start of a new year is one of the best times to reflect and identify areas for improvement, which is why at the end of each year, we evaluate our service and operational plan by sending out a survey to our customers and employees. After we collect all of the data from the survey results, we meet and develop strategic plans for moving forward.



In 2018, one of the ways we grew as a company was by the addition of three new employees – each of which we will be featuring in our upcoming newsletters to give you a better picture of the different ways they’ve impacted our team. We’re thrilled to be growing our team and to be able to provide proactive customer service to our new and existing customers.

Sincerely,

John and Denise Fitzgerald
Landesign C&M, Founders



Employee Spotlight: Britnee Felton

This month’s featured employee is Britnee Felton, who is celebrating being a member of the Landesign team for over a year now!

Britnee was introduced to the landscape industry as a young girl. Growing up in Sebastopol, she



could often be found helping out in backyards throughout the neighborhood, which allowed this budding landscaper to learn a variety of skills that would only enhance her appetite to learn more later on.

In her early years, Britnee spent some time working in various entry level and retail positions at Meadowood Nursing Center and Neve Brothers Wholesale, which helped her develop strong customer service skills and work ethic. These experiences, along with exposure to plant-related classes in college, further encouraged her interest in landscaping and gardening, and lead to her taking on her first professional experience working in the industry she loved by accepting a job as a floral designer at Grant Avenue Florist. This role gave her the opportunity to help countless landscape contractors and designers with plant selection and identification. In the years that followed, Britnee continued to pick up industry expertise as a Sales Representative at Landscapes Unlimited Wholesale and then as a customer service representative at Atco Pest Control.

To continue to fuel her passion for landscape design, plant care, and the overall landscaping industry, Britnee eventually decided it was time to move forward with a new journey as an intern at Landesign! We're so happy that she jumped at the chance, because after some hard work (and many cups of coffee), she was promoted to Field Supervisor!

Don't be surprised if you see Britnee at your job site dropping by for quality audits. If you do, be sure to say "hello," if she doesn't beat you to it!



Winter Tree Care Tips

Winter is upon us, and these next few months are crucial as it pertains to tree care! To help you prepare your trees for the seasonal changes that lie ahead, we're sharing a few of the most important steps to take this winter to care for your trees and ensure they're properly set up for success come spring.

1. **Inspect.** Take a good look at the trees



on your property for potential issues or areas of concern. Thoroughly examine roots, especially near the base of the tree, for signs of decay such as cracking, swelling, or bark detaching. Look for pest or insect infestation, which is also a good signal of a tree that is failing and should be dealt with sooner rather than later.

2. **Prune.** Winter is the best time of year to prune your trees. This is because during colder months, plant material enters a state of dormancy that allows it to more easily tolerate the removal of dead branches. Remember - pruning is always more effective when it is done proactively rather than reactively, which is why now is such a critical time to take action.
3. **Brace.** Upright evergreens are highly susceptible to ice and becoming brittle, while other trees may have their own vulnerabilities or general signs of weakness. Bracing your trees can help provide them with the added support they need, but oftentimes, the best way to build up weak branches' defenses is to prune beforehand.
4. **Mulch.** Mulch is an important enhancement for your trees during the winter months, especially when it comes to younger trees whose roots have a tendency to heave up and out of the ground when there is continual freeze-thaw. To help regulate soil temperature, apply 2-4 inches of mulch around your trees. Organic mulch does an excellent job of helping to prevent weeds, conserve soil moisture, and keep organic matter in the soil where it needs to be.

We encourage you to [contact us](#) for more information on caring for your trees during winter, or if you have any questions about our services.



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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