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FEBRUARY 2019

Founders' Message

Happy belated Valentine's Day from our team here at Landesign to you and yours! In the spirit of the holiday, we wanted to take this opportunity to express our gratitude for you and your continued support. We feel very thankful to be able to serve our wonderful clients and community, and look forward to working together for years to come.

Last month, we asked for your feedback as a way to help us identify areas in which we can improve in 2019. Your feedback is a valuable tool that allows us to shape our company goals and set priorities for the future as we work to grow and better our company as a whole. The results are in, and we'd like to share some of the highlights with you:

- Over 90% of our clients said they would recommend Landesign as a landscaper referral.
- Nearly 90% of our clients reported they were very satisfied with the services we provided.
- When asked to provide comments on things our company does well, almost 75% of clients noted they were very pleased with our communication skills and response time.

Most importantly, the results helped shine a light on several areas of our company and services where improvements can be made. No matter how our company grows or changes over the years, your satisfaction with both our customer service and landscaping services 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 share, please contact us. We'd love to hear from you!

Sincerely,

John and Denise Fitzgerald
Landesign C&M, Founders



Employee Spotlight: DeeAnne Thom

Join us in celebrating this month's featured employee - DeeAnne Thom!

DeeAnne joined the Landesign team in April 2018 to provide administrative support to our maintenance division and to assist with the company marketing plans. She primarily handles all the maintenance account contracts, provides



assistance to the account and production managers, and coordinates and tracks the maintenance for our fleet of 44 vehicles.

DeeAnne has a varied background including accounting, customer service, administration, and marketing. Previously, DeeAnne worked for one of the largest mechanical contracting companies in Minnesota - Horwitz, Inc. While working there, she realized she had found her niche in the construction industry and is excited that her knowledge from there has carried over well into the landscaping industry.

Born and raised in Minneapolis, Minnesota, DeeAnne and her partner, Greg, relocated to California in 2016 and currently reside in Cloverdale. She loves the weather here and does not miss the frigid winters of Minnesota. In her free time, you can find her working on DIY crafting projects, repurposing and refinishing furniture, reading, and gardening in her flower gardens. She also cherishes her visits back to Minnesota to visit with her two adult children and her two grand-daughters.



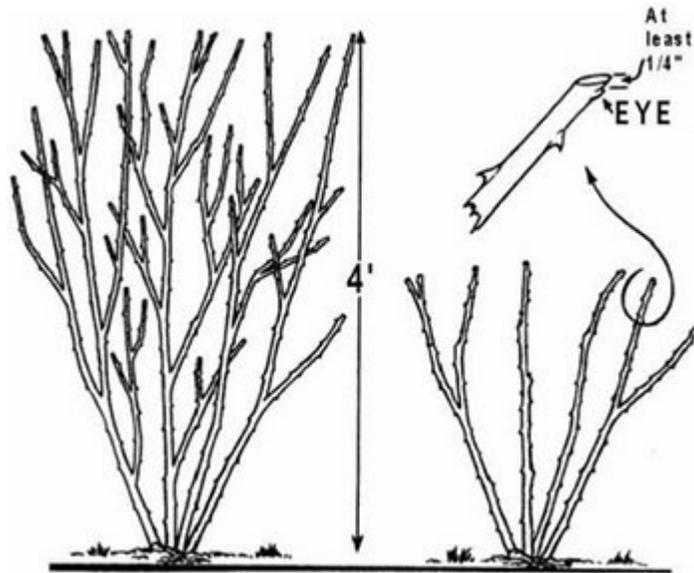
Rose Pruning 101

When it comes to caring for roses, proper pruning is an essential step in the process. Pruning helps renew and refresh the roses, prepares them for new growth, and ultimately sets them up for future success.



The winter months are the best time for rose pruning, so our crews are working hard to tackle this task. Here's an overview of the steps you can take in your personal garden when pruning your roses to ensure they are prepared for the year ahead:

- **Assess and Prep.** Before pruning, it's important to take a good look at your roses and the surrounding areas to ensure you have a clear understanding of the work at hand. Consider things like the type of rose, how well it is or is not doing in its current setting, and any other factors that may come into play. Clean the area around your rose bushes to allow for full observation, removing any fallen leaves, dead wood, and debris. You'll also want to remove any skimpy shoots and diseased or internally crossing canes to ensure the area is prepped and ready to go.
- **Identify Strong Canes.** Find a circle of 3-6 strong, healthy canes that will serve as your plant for the upcoming year. Cleanly cut or saw out all of the rest.
- **Cut Back Canes.** Cut the healthy canes down to a good, strong, outward facing bud. 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. Properly cutting back canes can be tricky if you're not well-versed in the practice, so if you have not done this before, it may be best to consult a professional for guidance.



- **Clean and Finish 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 surrounding leaf litter. Finish up by quickly digging around the plant to freshen up the soil and work in any leftover fertilizer.



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!](#)



Landscape Construction



Landscape Maintenance



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