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NOVEMBER 2021

## Founders' Message

On this Thanksgiving, we take a moment to truly appreciate our customers, our partners, and our community. We wish you and your family a very happy Thanksgiving!

Sincerely,

John and Denise Fitzgerald  
Landesign C&M, Founders



## What's New With Landesign

At Landesign we provide continuing education opportunities for our employees to invest in their growth and strengthen our team. We are continuing to foster a great workplace culture and have found the National Association of Landscape Professionals ([NALP](#)) to be an invaluable partner.

The NALP offers the best industry-specific education and programs to help landscape companies grow their business, improve operations, increase profits, and stand out from the competition. On top of all that, they act as guardians of the industry, advocating for positive laws and regulations, growing the industry's workforce, and promoting managed landscapes to consumers.



Recently, our President, John Fitzgerald, our Marketing Administrator, Reece Boles, and our Account Manager, Bradon Sackett attended LANDSCAPES located in Louisville, Kentucky, GIE+EXPO features new products, educational sessions, and an outdoor demonstration area.



Landesign was invited to attend the NALP Awards Celebration last month held at the Omni Hotel in Downtown Louisville. We were awarded the Award of Excellence for 2021.



## Fall Priorities



Fall color is all around us. Let's not forget Fall means shorter days with less sun, less plant growth, and ultimately less water. Along with adjusting our irrigation clocks to be shut off to minimize our water consumption, our teams are hard at work taking care of these Fall clean-up activities:

- Leaf Removal
- Turf Fertilization
- Pre-Emergent Weed Control
- Fall Flower Installs

Contact your account manager to learn more about fall priorities.



## Weathermatic Premier Partnership

This exciting new partnership allows Landesign to offer the **SmartLink Wireless Landscape Network Weather Based Irrigation Control** as a part of our service contracts, saving our clients the upfront capital expenditure. For a nominal increase in the monthly budget, you will avoid the upfront hardware cost.

Weathermatic Smartlink automatically adjusts irrigation run-times based on your site's DAILY weather activity. Like a Nest Thermostat for your Landscape

Irrigation. The typical savings average is 25%+ in water costs. It also provides remote access to the controller via cellular connection, providing the ability to program and monitor from our office or a smartphone or tablet in the field.

We've begun proposing this new offering to most properties as a part of your 2022 Landscape Budgets. If you're interested in converting your system before the beginning of our next irrigation season, please [reach out soon!](#)



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!

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Do You Have a Landscaping Project in Mind?

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



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