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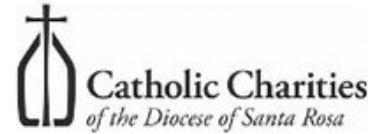
DECEMBER 2020

Founders' Message

Happy Holidays from all of us here at Landesign! It goes without saying that 2020 has been a year unlike any other. There have been plenty of challenges and times of uncertainty, but there were also many successes and reasons to celebrate. Throughout it all, we've been consistently reminded how invaluable the support of those around us can be. It's thanks to our loyal customers, vendors, business partners, prospects, and employees that we've been able to continue to adapt, grow, and provide the top-quality service we've come to be

known for over the last 30+ years.

Since it's the season of giving, we want to take a moment to shine the spotlight on a cause that we're proud to be able to support year after year. Over the course of the year, we have the honor of supporting several non-profits, and what better time than now to recognize them all?:



And special kudos go out to our Recruiter, Kelley Lazzareschi, for making the holidays brighter for the Rancho Adobe Fire District by supporting their local Toys for Tots!



We truly have so much to be grateful for. We wish you and your loved ones healthy and happy holidays and a fresh beginning in 2021!

Sincerely,

John and Denise Fitzgerald
Landesign C&M, Founders



What's New at Landesign: JJ Fitzgerald's Promotion!

Please join us in congratulating JJ Fitzgerald on his promotion to Chief Operating Officer (COO)!

Landesign is a growing commercial landscape management company that requires a COO to be the right hand of our CEO, John Howard Fitzgerald. JJ's experience and talents make him the perfect fit for the job. He has gained hands-on experience over the last 7 years at Landesign, building on his past corporate business and management expertise as well as his proficiency with the practices, policies, and procedures of the commercial landscape industry.



As our new COO, we feel JJ has the knowledge, leadership skills, and overall ability to approach business from a creative point of view and to lead our team of high-performing professionals to be even more efficient, productive, and effective.



A Cup of Coffee for Your Thoughts

It's that time of year again... In the coming weeks, please be on the lookout for our annual customer survey! This year's survey will be sent out in an email so you can easily complete that online. When you complete the survey, we will send you a Starbucks gift card as our way of saying thank you.



Your feedback is a valuable tool that allows us to shape our goals and set priorities for the future, so any input you're able to provide is greatly appreciated. Feel free to [visit our website](#) to read some of the reviews we've received over the years. We look forward getting your thoughts and feedback!



Poinsettia Facts

The poinsettia is a beautiful, unique flower. Also known as the Christmas Flower, poinsettias have come to be recognized as a staple of the winter season and holidays thanks to their festive shades of red. Many of us are most familiar with the classic look of a red poinsettia, but did you know that they also come in pink, white, marble, and a variety of other colors?



Here are some other fun facts about poinsettias:

- The origins of the poinsettia can be traced back to Mexico.
- The poinsettias we most commonly see are relatively small, but they can actually grow to be between 10 and 15 feet tall when in the right conditions.
- The actual flower of a poinsettia is the bud found directly in the center. Many people think the "petals" that surround this are part of the flower, but they're actually just colorful leaves.
- Poinsettias are susceptible to carbon monoxide exposure. If you notice a wilted look, it might be a good idea to check the carbon monoxide levels at your property to make sure there isn't a bigger issue.
- It's a common misconception that poinsettias are poisonous. While it's not recommended to ingest poinsettias, it's unlikely that doing so would cause anything more serious than mild irritation.
- Poinsettias thrive when kept in a bright, sunny space with only enough water to remain moist.
- Want to get rid of your poinsettias after the winter season? Consider planting them outdoors! Poinsettias make a great addition to any landscape.

There's more to the poinsettia than meets the eye. If you have questions about caring for poinsettias, [contact us](#) today. We're always here to help.



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?

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Landscape Construction



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