

Clippings



Foley's Forum

By Dan Foley, President

As I write this message I am returning from attending a national conference. This annual trip was enhanced this year as two key employees joined me. Kevin Martorano, Account Manager and Dave Ousterhout, Lawn Care Manager enjoyed five days of networking, OSHA safety training, educational sessions and attending an extensive trade show.

I always feel like I am able to get a "two for one" benefit when I travel away from the office for industry events. I wanted to write about this as I think many of our readers could enjoy this "bonus" if they get the opportunity to get away.

First, I am able to learn from my peers and gain an understanding of the newest industry issues and opportunities. I know that these experiences help me to lead our team to deliver better results for our clients. I am refreshed when I am able to learn and "sharpen the saw".

The second benefit is that I am able to reflect by being away from the daily

operations. This allows me to work "on the business" instead of "in the business". A client, Kurt Turrell, General Manager of the Sierra Suites Hotel in Westborough, taught me the concept of "selective blindness". It is the phenomenon or process that happens over time when you see the same building, people, issues every day. You can tend to become "blind" to small changes or opportunities to recognize excellence or impact change. It is similar to watching a child grow. If you are around a child everyday, the subtle changes are not apparent.

My "two for one" benefit from making the investment of time to travel for industry events has allowed me to become more vigilant and reflective. In addition to my experience and learning while at the event, I am able to combat selective blindness and sharpen my vision to see opportunities for improvement.

Try it...it is fun and the investment of a few days typically pays many returns in the future!

D. Foley Landscape, Inc. Donates to New York City's Renaissance Park



D. Foley Landscape is proud to be a contributor to the Associated Landscape Contractors of America's (ALCA) gift of a memorial park to the City of New York.

Renaissance Park, as it has been named, will be a living memorial to the heroes who worked so diligently in the 9/11 rescue and recovery efforts; to those who never questioned their mission following that terrible tragedy and to their brethren who did not come home. The construction of Renais-

sance Park will be one of the first major projects in the revitalization of Lower Manhattan.

The park is located on a one-half-acre plot where firefighters and police staged their activities during the 9/11 rescue and recovery missions. This location was also the site of the barrier fencing to Lower Manhattan, the place where the general public came to view the recovery activity and left behind thousands of letters, ribbons, and mementos. *(continued on page two)*

D. Foley Employees Attend Green Industry Conference

Kevin Martorano, Account Manager and Dave Ousterhout, Lawn Care Manager recently attended the Green Industry Conference hosted by the Associated Landscape Contractors of America (ALCA) in Charlotte, North Carolina. Both Kevin and Dave attended workshops geared toward improving efficiency and maximizing customer

satisfaction. They toured several facilities and came back with some exciting ideas for our own D. Foley headquarters.

Along with the workshops, the duo got to preview some of the newest innovations in equipment and share ideas with contractors from all over the country.



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Employee Profile: Carolyn Cherven Corp. Administrator

Carolyn joined D. Foley Landscape in June. She provides two important roles as our Corporate Administrator and the Administrative Assistant for Dan. Carolyn joined Laurie and Joanne on the office and administrative team that supports our operations and serves our clients on the other end of the phone.

Carolyn has expanded our human resource capabilities due to many years of experience in that field. In addition, she has added a tremendous amount of insights and administrative knowledge from her years of working at the fourth largest construction company in the country. Her "high energy, get it done" attitude has inspired all of us to continually improve our methods and protocols in the office.



Carolyn Cherven
Corp. Administrator

Outside of work, Carolyn enjoys spending time with her husband Mike and two year old son Max.

Trade Secrets:

Reasons for Pruning

Properly pruned ornamental trees and shrubs can have a great impact on the aesthetic appeal of one's property. If not properly maintained, these assets can quickly become liabilities. When planning your pruning, consider:

Plant Health:

Remove dead or dying branches injured by disease, severe insect infestation, animals, storms, or other adverse mechanical damage.

- Remove branches that rub together and compete.
- Avoid topping trees.
- Removing large branches or stubs can cause several health problems; it also destroys the plant's natural shape and promotes suckering and development of weak branch structure.

Plant Appearance:

For most landscapes, a plant's natural form is best. Avoid shearing shrubs into tight geometrical

forms that can adversely affect flowering. Alter a plant's natural form only if it needs to be confined or trained for a specific purpose. When plants are pruned well, it is difficult to tell that they have been altered. Prune to: control plant size, keep evergreens well-proportioned, or to remove unwanted branches, waterspouts, suckers, and undesirable fruiting structures that detract from plant appearance.

Protect People and Property:

Eliminate branches that interfere with street lights, traffic signals, and overhead wires. **REMEMBER, DO NOT** attempt to prune near electrical and utility wires. Contact utility companies or city maintenance workers to handle it. Prune branches that obscure vision at intersections.

Proper pruning can add years to your plants' lives and considerable value to your property.

Employee Anniversaries

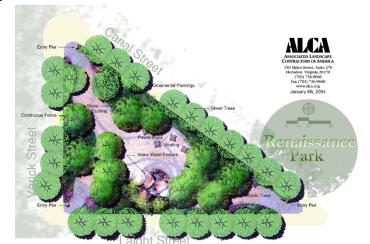
We here at D. Foley are proud of our staff and would like to congratulate some of our phenomenal team members on their anniversaries:

Joanne Foley , Asst. Corp. Admin:	03-01-87	17 Years
John Dinsmore , Chief Estimator:	03-01-87	17 Years
Kevin Martorano , Account Manager:	03-30-94	10 Years
Rick Chace , Mobile Crew Manager:	03-16-98	6 Years
Jim McBride , Site Manager:	03-23-98	6 Years
Dave Babcock , Crew Leader:	07-08-99	5 Years
Wilmer Avalo , Crew Leader:	04-05-00	4 Years
Laurie Muniz , Production Administrator:	03-29-01	3 Years

Renaissance Park

(continued from page one)

This project represents a long-term financial commitment by ALCA. Currently, ALCA is collecting donations not only to make Renaissance Park a reality but also to create an endowment for continued maintenance of the park for the enjoyment of future generations.



Our Mission Statement:

D. Foley Landscape Is An Inspired Team With A Continuous Commitment To Phenomenal Results.