

Clippings



Foley's Forum

By Dan Foley, President

I am fortunate to have two wonderful young daughters. My wife and I often find ourselves adding to the list of "bad words" that we do not want them repeating. It is amazing the pace at which they can learn new words once they start riding the school bus!

I would like to discuss two words in business that I am tired of hearing and have added to my business "bad word" list...**FUEL SURCHARGE**. This issue has become so important to me that I asked the editor of our newsletter if I could get some "extra space" in this issue to profess my opinions. She replied..."your name may be on the column but you still better stay under 300 words!"

Therefore, I had to get creative. My hope is that you become interested in this subject and take a moment to read the enclosed letter that I "snuck" into the envelope with this issue.

I offer these thoughts on fuel surcharges for several reasons. First, I am hopeful that my thoughts may influence your thoughts if you are considering implementing fuel surcharges in

your own business. I also hope that it will motivate you to consider evaluating all of the vendors that you do business with to learn their position on these two new bad words.

My mother taught me not to say the bad words that were on "her list" as a parent. I can say that you will not hear the new F and S words, **FUEL SURCHARGE**, coming out my mouth relative to the services that we provide!

Thanks for reading and I hope that you have a phenomenal finish to your 2005!

Dinsmore Honored for His Service as President of ALCM

On November 15, 2005 John Dinsmore, MCLP, Operations Manager was honored for his year of service as President of the Board of Directors of the Associated Landscape Contractors of Massachusetts, Inc. (ALCM) at the organization's annual meeting.

ALCM is a trade association that represents the leading landscape professionals in Massachusetts. ALCM elevates the professional standards and business success of its members through education, certification and networking.

John was first elected to the

ALCM board in 2001. Prior to that, he served as chairman of the Massachusetts Certified Landscape Professionals Committee where he was instrumental in upgrading the program's study material and examination. On his watch, the number of MCLPs in the state grew to a record breaking 400 certified professional. John is actively involved with ALCM's education committee and its annual conference, New England Grows.

John was recognized for his dedication to spreading the word about the value of certification and professionalism – to the industry and consumers.

Spring Bulbs—Now Is The Time

One of the benefits of living in New England is the four distinct seasons we enjoy. One sure sign of spring after a long cold winter is the arrival of spring flowers. Tulips and daffodils tend to be very popular in this area, but there are many varieties that differ in height and bloom time that can be utilized to create an impressive display of color.

Spring bulbs must be

planted in the fall for proper germination to ensure a lush spring bloom. The ideal soil temperature should be above freezing, but below 60° F. Locally, the best time to plant is late October to early December.

The strategy for bulb planting is to amass color in concentrated areas, as opposed to planting sparsely around a large area.

Depending upon the type of bulb selected, soil conditions and other factors (drainage and sunlight etc.), bulbs can bloom perennially for many years, making them an excellent investment for any property.

See the enclosed flyer for more information or contact your Account Manager to custom design an installation plan to suit your property.

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Late Fall 2005



Employee Profile: Michael Dockray Special Projects Manager

Michael Dockray joined the D. Foley team as Special Projects Manager in March of this year. Mike is the point of contact for all our clients for new construction and/or large scale property enhancement projects. With 10 years of experience in the green industry, Mike is well suited to address the needs of clients that have “special projects” thus allowing Account Managers to focus on providing the highest level of service for maintenance clients.



Mike Dockray
Special Projects Manager

Mike’s enthusiastic “can-do” attitude and innovative ideas have energized and inspired our staff to strive for “phenomenal results” at every property we service.

In his off time, Mike enjoys spending time in the great outdoors and fishing in particular.

Trade Secrets:

Dormant Pruning

Maintaining your investment in ornamental trees, small shade trees, and natural areas on your property is important. With this in mind, we are once again offering our ***Discounted Dormant Pruning*** program to enhance the beauty and health of your trees.

The winter or ***dormant season*** is the best time of year to prune ornamental and small shade trees. A few reasons are:

- ✓ No leaves or foliage to obstruct the view of the plant structure.
- ✓ Removing weaker limbs before winter can reduce snow and ice damage, resulting in fewer emergency calls.
- ✓ Trees are less active; therefore, there is less chance of transferring diseases from tree to tree or of excessive bleeding.
- ✓ Ideal time to perform

‘renovative’ pruning.

- ✓ Fruit-bearing trees benefit from being pruned before ‘bud break’.
- ✓ There’s less clean up time with little or no leaves. ***Saves money!***
- ✓ Scheduling coincides with our slower season. ***Saves money!***

Contact your Account Manager to take advantage of the savings offered in our annual ***Discounted Dormant Pruning Program.***



Dan Foley Elected President of the Professional Landcare Network

In February, 2005, Dan Foley was installed as President of the newly formed Professional Landcare Network (PLANET). This new organization is the product of the merger of the Associated Landscape Contractors of America (ALCA) and the Professional Lawn Care Association of America (PLCAA). PLANET’s goal is to act as a central resource serving all facets of the green industry on a national level.

In his role as President, Dan will be overseeing PLANET’s endeavors to collect, review and disseminate information on topics such as fleet management, human resources, employee training and safety, legislative issues and the development of Best Practices guidelines for the industry.



Anti-Desiccant Application

During the winter, wind, sun and cold air removes moisture from broadleaf and needled evergreens. In the spring, the affected areas will appear blighted or brown. In some cases significant plant loss can occur.

Applying an anti-desiccant in the fall to seal in a plant’s natural moisture can significantly reduce the damage caused by harsh winter conditions and improve the quality and health of plants in the spring.

Call the office today for more information on a custom designed program for your property!

Our Mission Statement:

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