

Clippings



July 2006

Summer '06
Page 1

Foley's Forum

By Dan Foley MCLP, CLP, President

*The **SAFE** Way is the **ONLY** Way!*

Happy summer! I am writing about seven very important words in the D. Foley Landscape vocabulary. Our team got together this past winter and invested time on a very important topic...SAFETY! One of the outcomes was a contest to choose an engaging and effective safety slogan that would motivate us to continue on the journey of continually improving on safety.

These seven words mean a lot to our team and we continue to work everyday to make them a permanent part of our culture. You may have seen our new safety slogan on our shirts, on our new and improved safety vests or on the bright banners at our office.

We have been fortunate over the 20 years that we have been producing work on our clients' properties. We have not had many serious accidents or injuries. Our goal this winter was to build off of that success and try to become more deliberate about safety.

We continue to look for ways that we can incorporate safety into our work lives. This has included a process to enhance our weekly safety meetings that we have every Thursday, a public and written pledge

that all employees have signed to commit to wearing safety belts in vehicles and expanded use of the resources available to us from being a participant in a national safety program that is administered by our trade association. This program is called STARS and stands for **S**afety **T**raining **A**chieves **R**emarkable **S**uccess.

I encourage you to consider safety in your personal and professional life. What is one thing within your work environment that you can raise awareness around to become safer? As we all enter in the summer months that often include more travel and outdoor activities...please remember...The **SAFE** way is the **ONLY** way!

Expanded Irrigation Service

D. Foley Landscape is proud to offer irrigation work for its clients.

While D. Foley is fortunate to have been able to work with a great irrigation subcontractor for many years, the decision was made to take the next step toward a full service operation.

Thus, instead of subcon-

July: Smart Irrigation Month

With scorching summer weather just around the corner, correct watering practices are crucial to the efficient maintenance of your landscape. Unfortunately, most people are inclined to overwater, a costly mistake for both the property owner and the community. To call attention to this recurring problem, The Irrigation Association® has named July *Smart Irrigation Month*, encouraging property owners to adhere to smart irrigation techniques.

Whether you are looking to install a new irrigation system or maintain and improve an existing system, there are some considerations to keep in mind. When installing, ensure that you always use the highest quality

components and comply with all installation regulations. Additionally, remember that irrigation systems require regular monitoring and maintenance to prevent leaks and failures that result from damage incurred by winterization or lawn equipment usage. It is also worthwhile to investigate rain sensors, to avoid overwatering and extreme water waste—not to mention unhappy neighbors.



Making an effort to follow efficient watering practices will save you money and help to extend the community's limited water supply during peak usage.

tracting our irrigation work, we can now start-up, maintain, troubleshoot, expand or enhance, and winterize irrigation systems entirely in-house, under the supervision of Chip Sorblom, Turf and Irrigation Manager. As this department continues to grow, an additional irrigation technician will be hired. The decision to

move irrigation in house aims to better serve our customers by saving them both time and money. We will be able to provide quicker service at lower prices by eliminating the middleman.



Employee Profile

Chip Sorblom Turf and Irrigation Manager

Chip joined our team in November 2005. He initially ran lawn care while simultaneously developing our new irrigation department.

Chip has degrees in Plant and Soil Sciences, Turf Grass Management, and this past winter, received his Rainbird Irrigation Certification. He is extremely knowledgeable in his field with twelve years of experience in the turf grass industry. Prior to joining the D. Foley team, he was an assistant Golf Course Superintendent and did large scale irrigation work at three different golf clubs.

Chip's positive attitude and high level of motivation are great assets to the D. Foley team. In addition, he is a large part of the expansion of our training program.

In his free time, he enjoys golfing, fishing, and spending time with his wife Jill and dog Cooper.



Chip Sorblom
Turf and Irrigation
Manager

Trade Secrets

Take part in Smart Irrigation Month & review these efficient watering practices!

Water at the right time

By watering just before sunrise when temperatures are cooler, you will reduce evaporation losses and save up to 30% water.

Saturate root zone

Heavily water the top six inches of soil where the roots are then allow it to dry. Watering too frequently can lead to weed growth, disease, and shallow roots.

Aim sprinklers carefully

Ensure sprinklers are not watering driveways, sidewalks, etc. by making sure they are correctly adjusted.

Proper Programming & Design

It is important to balance the proper frequency of watering with the correct duration. In addition to evaluating the types of plants and turf being watered, it is also important to make sure that individual zones are operating with

same types of heads to ensure the proper and equal use of water.

Clean filter screens

Be sure that all sprinkler or well filter screens are free from debris.

For the Month of July:

Reduced irrigation inspection rate! Contact your account manager today for more details.

SAVE OVER 15%!

Irrigation inspections

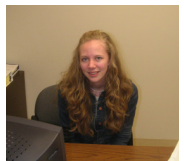
It is important that irrigation systems are properly maintained in order to run efficiently. To achieve this, it is recommended that systems are inspected by a professional three times a year.

Our Interns

Tim Boudwin of Plymouth, MA and Kathleen Murphy of Walpole, MA are currently interning at D. Foley.

Tim is a 2006 graduate of SUNY Cobleskill with an Associate's Degree in Plant Sciences and a Bachelor's Degree in Landscape Contracting. His internship at D. Foley will include landscape field experience, sales and estimating, as well as management training. Tim has had several years of experience in the industry.

Kathleen will be a junior at Babson College this fall, where she hopes to pursue a career in marketing. She will be interning in the office through the summer and part time in the fall.



D. Foley Employees Attend Leadership Jam



In March of this year, D. Foley employees Chip Sorblom, Marc Saccocia, Mike Dockray, Carolyn Cherven and Kelly Page attended the 2006 Leadership Jam.

Attendees were given tools that helped them become energized and motivated leaders as they networked, shared ideas, and experienced the unique learning techniques of JP Horizons. They benefited from the proven industry expertise of Jim Paluch and Bob Coulter.

"We all thought the Leadership Jam was a phenomenal motivational experience. Jim Paluch's dynamic presenta-

tion on *builders and destroyers* was amazing," said Kelly. "I've never experienced such high energy and been so motivated to return to work and put everything we learned to use."

The group does just that as they continue to have monthly Leadership Jam meetings back in the office to review areas where they can eliminate waste in order to be more productive and pass the benefits on to the clients.

These five "all-stars" maintain positive attitudes and high energy making D. Foley Landscape a great place to work!

Our Mission Statement:

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