

Clippings



May 2008

Spring '08
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Foley's Forum

By Dan Foley MCLP, CLP, President

Why we talk about eating frogs at our office!

It is amazing how the flow and velocity of life seems to be escalating. I often joke that I need a "Pause" button and not the "Easy" button from that ever present office supply chain commercial.

I recently enjoyed a great book written by Brian Tracy. It is titled "[Eat That Frog! 21 Great ways to Stop Procrastinating and Get More Done in Less Time](#)".

Brian writes about how "Mark Twain once said that if the first thing you have to do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that this is probably the worst thing that is going to happen to you all day long". The "frog" in this context is your most important task that you are most likely to procrastinate doing. Often this task is one that could have the most positive impact on your results.

Reflect on this visual with me for a minute. If you have to eat a live frog every day and you do not take action a few things can happen. First, that frog could stare at you all day and continually remind you that you need to get to him/her. That sure can be quite a distraction and energy drain. Second,

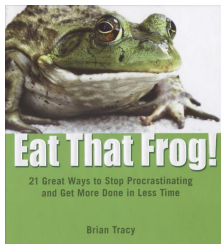
if you don't eat the frog, he or she will be waiting for you tomorrow with a second frog from that day! If you are not careful, you can end up with a whole plate of frogs! (Does anyone have a To Do list of these types of items as we speak?)

On the other hand, if you go ahead and eat the frog in the first place you can actually enjoy a feeling of satisfaction and pride.

For me, I always seem to get a bit of an adrenaline rush when I complete an important task. In fact, Brian writes about the release of endorphins in your brain that occurs when you complete an important task. This helps to raise confidence and provide power to a positive attitude that will increase your success.

A great friend of mine, Jim Paluch of J. P. Horizons once stated to me... "**It is actually more strenuous to neglect action than take it.**" This quote has motivated me many times over my life and has proved to me that that there is a bit of a natural "high" that occurs when you complete an important task.

Life is short...please enjoy every breath. Oh yeah, one more thing, go Eat that Frog!



Synthetic & Natural Sports Fields

Our CampusCare® division is frequently asked about the differences between natural grass athletic fields and synthetic sports fields. It is an interesting topic as the two options vary so differently in some areas, yet are similar in a few others.

We feel that it is important to be educated on the construction and maintenance considerations when evaluating your options. We advise our clients to carefully consider short term and long term goals and possible future issues. The ultimate goal is to determine the best fit for your organization.

There has been explosive growth in the synthetic turf industry on a worldwide basis. Possibly due to this growth, there have been many news stories that alert the public about some of the potential issues with the use of synthetic turf.

Some of these reported issues include:

- Concerns over the presence of Staph (MRSA) bacteria, which could lead to infections in athletes.
- The discovery of unsafe levels of lead in the nylon fibers in two synthetic fields in New Jersey. This story was reported on national print and TV news as well as local news coverage. As reported in USA TODAY, the U. S. Consumer Product Safety Commission has now begun to investigate these potential hazards.
- A controversy over a study that detected the out-gassing of toxins from heated crumb rubber used as infill material.

It has been reported that fields can start to release the out gassing of toxins (continued on page 2)

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Celebrating Ten Years of Commitment

This March was an important anniversary for two of our exceptional team members. Both Rick Chace and Jim McBride completed their tenth year with D. Foley! As a company, we take great pride in our dedicated employees. We are lucky to have Rick's and Jim's commitment and outstanding effort for the past decade.



Rick Chace is a Crew Leader who is responsible for the weekly maintenance at four of our largest sites. He has fifteen years of landscape industry experience and believes it is an industry with many different venues and opportunities from which to choose. When asked what he likes about D. Foley, Rick says that he wanted to work for a company that was professional and provided growth potential, and felt that D. Foley offered both of these benefits. Even after ten years, he still says, "I always feel excited about coming to work." In his free time, Rick enjoys

riding his bike, his motorcycle and hiking.

riding his bike, his motorcycle and hiking.

Jim McBride has spent many years as the Site Manager for Dean College, under our **CampusCare®** division where, he was responsible for mowing and taking care of shrubs, trees, flowers and Dean's athletics fields. Recently, Jim moved back to working out of our main office where he focuses on many of our sites that involve sports turf work. Jim finds his work both challenging and rewarding and feels it is an honor to maintain the high standard of quality with D. Foley. Jim has 29 years of experience in the landscape industry. He also has his pesticide and hoisting licenses. When asked what he likes about working at D. Foley, he says that he likes that everyone is honest and straightforward. In his free time, Jim spends time with his family outdoors, often camping or jet skiing. He also pursues his passion for music by playing his guitar.



Exciting MCLP News!

DFL is thrilled to announce that two of our team members, Chip Sorblom and Michael Dwyer, have received their MCLP (Massachusetts Certified Landscape Profes-



sional) certifications. DFL is proud to have two of the newest 17 MCLP's in the state, and congratulates Chip and Michael on their accomplishments!

Synthetic & Natural Sports Fields (continued)

at approximately 140 degrees. As an example, last fall, temperatures were measured at 142 degrees at a synthetic field in Wayland. Many are concerned about the temperatures of the fields during summer months. Some local towns are now posting warning signs at their fields.

There is also a question over the disposal and replacement cost. Since explosive growth in this industry has occurred fairly recently, there is no adequate data on life cycle and disposal costs when the field needs to be replaced. We have heard varying estimates from 7-12 year life expectancies. The current disposal costs of the turf (primarily due to the rubber infill materials) are significant.

We advise you to research heavily since the widespread use of synthetic fields are relatively new. We believe that the stories that have been reported need to be assessed in a balanced approach. In other words, we certainly cannot take these safety concerns too lightly and must be prudent

in our assessment of the issues and risks. However, we must also balance this with proper research and determine what type of response the facts warrant.

This balanced approach of assessing the stories in the media also transfers well to the strategic planning about what type of field to build. By evaluating field use, the budget for installation, maintenance programs (both types of fields need a maintenance program) and renovation or replacement (tear out, disposal, transportation and additional landfill surcharges for the hazardous material inclusion for synthetic fields), one can typically determine the most practical option for each scenario.

Please reach out to us if you would like additional information on this topic. We can share our experiences and resources as well as direct you to individuals who have studied the selection, construction and maintenance considerations of each type of field.

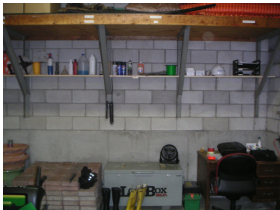
WSTC Update—"Info From Our Lean Journey"

As you may know from previous issues of Clippings, D. Foley has made a commitment to working smarter by implementing lean management throughout our organization. Lean management, a technique developed in the manufacturing industry, predominantly by Toyota, encourages increased efficiency through the elimination of waste. The focus is solely on what the company does to provide value to its clients. In the time that has passed since you received our winter newsletter, we have made some extremely large strides in our lean journey.

Completion of Kaizen Events 3, 4 and 5!

DFL is proud that over the course of the last four months we have successfully completed three additional kaizen events. Kaizen Event 3 examined our payroll process. The team found great ways to

improve the process by reformatting the timesheets and simplifying the steps in the data entry process, thereby eliminating waste. Kaizen Event 4 worked to 6S Campus-



Care®'s shop at the Dean campus. Kaizen Event 5 was on standardizing the layout of our trailers. This event was challenging due to varying equipment and trailer sizes. However great strides were made in standardization and on safety improvements.



Other Lean News...

In other news, DFL has now successfully completed over seventy weeks of training in total!

Recently, we have learned about the TWI (Training Within Industry) method of training, which requires the breakdown of tasks into Major Steps, Key Points and Reasons Why, to facilitate training. In our training sessions, members of our team have enjoyed practicing the TWI method by teaching their peers how to braid, tie a prussic knot, field a ground ball, change a diaper and sew a button.

DFL was honored to be the participant and primary source of research in an honors thesis project entitled, *Changing the Way We Cut Grass: The Applications and Repercussions of Lean Manufacturing to a Service Business.*

CampusCare® Corner

"Enhancing Enrollment Through First Impressions"

Site Profile: Dean College



CampusCare®'s first client was Dean College with services beginning in August 1996. Initially, Dean had contacted CampusCare® with an urgent request for support services. Now, CampusCare® is a full time, onsite service provider for all Dean's grounds

maintenance, enhancements and sports turf needs.

By employing CampusCare®, Dean avoided significant capital expenditures to purchase and maintain equipment that would be used selectively. Shortly after CampusCare® assumed the role of the full time service provider for Dean in 1997, the college opted to allow CampusCare® to handle snow and ice removal as well.

In addition to providing these routine services for the past twelve years, CampusCare® has aided Dean in the successful completion of many special projects. These include renovations at Grant Field, the installation of a well and irrigation system, the landscape/irrigation installation at a new residence hall, and the reconstruction of Longley Baseball

field (pictured right).

CampusCare® has been fortunate to work with Dean to develop a complete site management solution and this partnership has been immensely successful for both parties.

As Paula M. Rooney, Ed. D, President of Dean states,

"I have had the pleasure of seeing the Dean College campus transformed by CampusCare®. Dean now has a landscape that is talked about all over town and always mentioned on our Open House and Dean for the Day evaluations as a significant asset. The staff is remarkable and the price affordable for small colleges who want quality at a price they can afford."

CampusCare® is committed to providing exceptional exterior maintenance and sports turf services to academic campuses across New England. For more information about CampusCare®, please visit...

www.campuscare.com



Trade Secrets: Seasonal Tips for your Property (Home or Work)

Spring has Sprung!

From the gorgeous weather to the beautiful flowers and trees that are all in bloom, it is clear that spring is well underway. Keep the following tips in mind for the spring to ensure the proper upkeep of your property:

- **Spring Seeding**

Be sure to use a seed “friendly” fertilizer. Most pre-emergent herbicides (for example, crabgrass control) will inhibit germination of the new seed.

- **Catch Basin Cleaning**

After the heavy winter we had, it is very important to complete this spring task!

- **Asphalt Care**

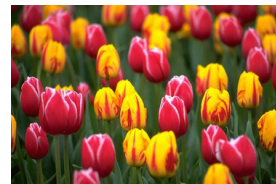
During the winter months, we experienced great fluctuations in temperature which can result in serious damage and cracks in asphalt. Spring is the time to perform an asphalt as-



essment and survey to make sure these problems are uncovered and taken care of before they become a real liability.

- **Spring Bulbs**

How are they flowering? Are there areas where you wish you had more? Now is the time to take note



of these concerns and make a list for your fall projects.

It might be a good idea to take digital photographs of the existing bulbs in bloom for your reference.

- **Irrigation**

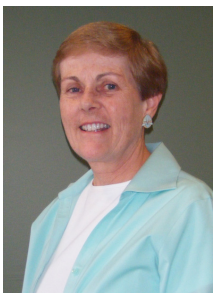
If you have an irrigation system, spring is the time to test your rain sensor and to make sure that it is operating properly



Employee Profile

Joanne Foley Office Administrator

Joanne has been part of the D. Foley team since 1987. As Office Administrator, she is responsible for payroll disbursements and all related government payroll reporting. She also handles vendor payments, cash management, and all company benefits (medical, dental, life insurance, 401K). With all of these important tasks, Joanne is a great asset to DFL's administrative team!



Prior to joining D. Foley, Joanne attended Anna Maria College and was a Title 1 teacher in Franklin for twenty years.

Joanne is looking forward to having fun in retirement in a few years. She enjoys reading, spending time in the Cape with her husband, Tom, and the company of her grandchildren. She is also an avid walker.

UMASS at Student Career Days

This March Dan Foley and Kathleen Murphy traveled to Atlanta, Georgia to represent D. Foley Landscape and CampusCare® in PLANET's annual Student Career Days.

This event is comprised of two parts. There is a career fair, which provides an opportunity for students in horticulture programs in colleges across the country to come together and learn about prospective employers. In addition to this, students have the chance to participate in competitive events on skills that are directly related to necessary skills for careers in the green industry. Students from 66 schools from across the country competed in every-

thing from bricklaying and tree climbing to sales presentations.

This year, D. Foley was proud to sponsor and support the UMASS Amherst team of students where nine students competed in thirteen events. We intro-



Two UMASS students competing in the paver installation event.

duced them to the events in 2005, and have enjoyed seeing their team continue to grow over the last three years.

It is inspiring to see how many young people are so passionate about the green industry. The educators and professors of all of the teams are incredibly dedicated to investing time into these students and developing the future of the green industry.



UMASS Amherst team sponsored by D. Foley

Our Mission Statement:

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