

Clippings



Foley's Forum

By Dan Foley, President

As I write my message, I find myself in an extra appreciative mood. It is amazing to me how easy it can be to get caught up in the fast pace of life today and not have time to reflect on the many amazing things for which I am thankful. In addition to many fantastic aspects in my personal life, I am thankful for two very important parts of my professional life...great clients and a tremendous team.

I am honored and blessed to have a great group of clients who trust us to maintain and enhance their landscapes. We have just completed another round of our Client Survey process and I am blown away by the amount of amazing and helpful feedback that we received. Your feedback helps us to reinforce and build upon our strengths as well as highlight the areas to focus on to "do differently". Please keep providing feedback to us so we may continue to deliver phenomenal results.

I also feel fortunate that I am surrounded by a team of professionals at D. Foley Landscape who really do

love to deliver results and have fun doing it. I know that it is "expected" for an owner to say that he has great employees in the spirit of trying to "impress the marketplace". My motivation here is on a somewhat different light. You see, I love my job and without the great clients and the teammates that I have I would really be missing out on an excellent experience.

Our industry can be branded as difficult to recruit and retain talented employees. Our team has far exceeded the industry's average on tenure (we have

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S.T.A.R.S. Safety Program

D. Foley has recently joined the ALCA STARS Safe Company Program, which was launched in November 2003. Developed in partnership with CNA and in keeping with the recent alliance with OSHA to further the safety and health of workers in the industry, this safety program was designed to move the entire landscape industry toward safety excellence, and it encourages all landscape contractors to take workplace safety to the next level.

The program asks partici-

pants to sign a "Pledge of Honor" that they will join in the mission of moving the entire landscape profession toward safety excellence through active involvement, sharing experiences, and becoming a mentor for "living safety." STARS members commit to developing a strong safety program using the *ALCA/STARS Safety Resource Manual* as a guideline, having an active safety committee in place, and conducting weekly safety awareness meetings.



D. Foley Landscape's New Home

D. Foley Landscape is happy to announce that we have completed the move to our new Corporate Headquarters at Legacy Business Center in South Walpole, MA.

We are thrilled to be the first tenant in this top-notch facility. We were able to design the office space and our shop to meet not only our current needs, but also to allow for future growth. We

have all the amenities any growing company could ask for including ample material storage, garage space, great training areas and high speed internet access.

Our new location, just off Route 1, is fantastic for dispatching crews to serve our clients. In addition, this location is beneficial by making it quicker and easier for our snow crews to respond to

winter emergencies.

Our new address is:

D. Foley Landscape, Inc.
49 Summer Street
South Walpole, MA 02071

Phone: (508) 668-8923
Fax: (508) 660-1846



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Phone: 508-668-8923 ♦ Fax: 508-660-1846 ♦ Email: sales@dfoley.com

Late Summer 2004



Employee Profile: David Ousterhout Lawn Care Manager

For those of you who have not yet had the pleasure of meeting him, D. Foley Landscape would like to introduce our new Lawn Care Manager, Dave Ousterhout. Dave joined our team last spring, bringing with him a rich background in turf management.

Dave is an Agronomy graduate of Mississippi State University where he focused on golf and sports turf management. Dave further honed his skills as the Second Asst. to the Superintendent at Point Judith Country Club in Narragansett. Dave also helped construct and cultivate 27 holes at the Shelter Harbor Golf Club in Westerly, RI.



Dave Ousterhout
Lawn Care Manager

Outside of work, Dave enjoys skiing, golfing and sailing. He also likes to give back to the community by volunteering at Rhode Island Hospital and Hasbro Children's Hospital.

Trade Secrets:

Mums the Word...

A little frost last night, perhaps a dusting of snow? What are those brightly colored flowers doing shining through such a cold environment....and unharmed at that!?! Most likely it's a hardy mum, or Chrysanthemum as they are formally called. Mums are indeed hardy and usually among the last flowers planted in your landscape.

Hardy mums get their name because they are resilient. Like other plants, they reward you if placed in the best location of your garden, but they also thrive well in less than ideal conditions.

While mums will grow well in most parts of your landscape, they prefer full sun and good, well drained soil.

Chrysanthemums have shallow roots so they must be watered near the surface. Pinch

back new growth to promote a bushy appearance. Mums add beauty and color to your landscape long after other plants have succumbed to frost and age. Disease problems are few, making mums one of the easiest plants to grow.

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several employees who have been with us OVER 10 years) and has been particularly successful in the recent years in attracting top talent both in our administrative areas as well as on our production team.

Please consider taking just a moment to reflect on all the remarkable things in your personal and professional life. I just did and it is fun! I hope it puts a smile on your face.

Happy Fall and **THANK YOU** for allowing me to do a job that I truly love!

D. Foley Named to TOP 50 Snow Management Firms 2nd Consecutive Year

D. Foley Landscape recently ranked 48th in the annual Snow Business 50. This is a list of the largest snow management firms in both the United States and Canada as compiled by *Snow Business Magazine*, a publication of the Snow and Ice Management Association (SIMA) in its May 2004 issue. We would like to thank all of our loyal clients for

relying on our dedicated services season after season. Your confidence has fostered our growth and expertise in the snow services industry, allowing us to achieve this Top 50 honor two years in a row.



Discounted Dormant Pruning Program

Several clients have asked about our annual discount for winter tree work. We are pleased to report that we have initiated an aggressive program to help encourage a "win/win" arrangement with our clients. This allows you to save money, get value added work on your trees and assist D. Foley in keeping our staff employed on a year round basis.

Once again we are offering beneficial discounts on dormant pruning of ornamental trees and other tree work. Give us a call for an evaluation or estimate.

Our Mission Statement:

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