



greenwood group
LANDSCAPE MANAGEMENT SERVICES

Greenwood Group Seasonal News

Volume 2, Issue 1

Spring 2009

Enhancing with Efficiency

- Davis Morgan

Spring is here and, with the current economic situation, it brings challenges that we have not seen in a long time. As a company you always look for ways to improve productivity without sacrificing quality. We feel that as a company we have made several improvements to provide quality maintenance and installation projects for our clients. Our goal as a company is to have our clients feel we not only meet, but exceed their expectations.

One of the ways we have improved productivity is by installing GPS in all of our trucks. We have increased productivity by assuring that our clients are being serviced in a timely manner. How did we achieve it? We monitored each route and compared all of our crews to determine if we were scheduling the most efficient route each day. We found there were several areas that we could make minor adjustments

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that would have the crew spending more time on the property. More time on a property produces higher quality on the job site. Making sure each crew was utilizing the best route to and from the properties, as well as changing some routes ended up decreasing wasted time. We consider wasted time as time that is not spent on the job.

After examining our crew's routes, we were able to increase our manager's productivity as well. By routing their crews within a tight geographic area, our managers are able to get to a crew quicker than before. Our managers have improved their response time to both emergency and non emergency customer requests. This improved routing is also used to increase productivity of our, in house, fertilization and weed control program, provided by our fleet of specialized trucks. Ensuring that each manager's territory is a model of efficiency keeps our cost in check and thus allows us to hold down our pricing and help our customers in these tough economic times.

Our customers expect us to always look for a better way to serve them, we constantly search to find ways of improving efficiency within the company. Thank you to all of our customers who place their trust and confidence in Greenwood Group, we look forward to a wonderful spring season. If you are not yet a client, we look forward to becoming a part of the solution for all of your landscape needs.

Quality Customer Service

- David Tishey

When servicing different market segments, communication is key. For example, the HOA market has its challenges. With up to seven board members for each association and all the homeowners they represent, we are actually serving hundreds of customers. All of them want to have access to us for their "*personal landscape needs*".

Another market segment is apartment communities. Not only do you have an onsite property manager, maintenance manager, regional manager, vice president, but all of the potential residents that will decide to live here based on the appearance of the community. How about private schools? You have principals, vice principals, grounds manager, boards to go along with all the parents that base their choice again on the appearance of the school.

No matter what market segment your property falls under, you can rest assure that Greenwood Group is up to the challenge. Our managers are *proactive* in addressing customer concerns quickly and efficiently. Our monthly property inspections provide open lines of communication for everyone involved. Along with a high level of workmanship and employee training this dedication to "*quality customer service*" continues to set Greenwood Group apart from our competitors.

Employee Spotlight

- Chris Stephenson

Greenwood Group would like to introduce **Matt Neal**. Matt is a graduate of Auburn University, where he majored in landscape horticulture. Since becoming a part of our team in January 2008, he has impressed our customers with his work ethic and commitment to treat each property as if it was his own home.

Matt was promoted to Account Manager in December 2008 and responsible for managing a portfolio of communities. Not only does Matt ensure that his crews maintain each property at its highest standard, but that each client is always satisfied.

Matt enjoys baseball, flag football, and going to the pool with friends and family. Matt also likes going to Atlanta Braves and Atlanta Thrasher games. Let's not forget Matt loves anything that involves Auburn. War Eagle!

You can reach Matt by calling the office or by email at mneal@greenwoodgroup.net

Pan Crispy Tilapia with Creamy Shrimp Sauce Over mashed potatoes

- David Tishey

1 Tbs olive oil	2 Tbs minced shallots
1 Tbs chopped garlic	Creole Seasoning
½ cup flour	2 cups heavy cream
4 (6 ounce) Tilapia Fillets	½ cup yellow cornmeal
½ cup vegetable oil for frying	4 servings of mashed potatoes
½ pound fresh shrimp cleaned and chopped	
1 Cup buttermilk or half and half	

Place fillets in a bowl and cover with the buttermilk. Season with Creole seasoning. Cover and place in the refrigerator for 30 min.

In a large sauté pan, heat olive oil. Add shallots and sauté for one minute. Add garlic and continue to sauté for 2 minutes. Stir in the cream and bring to a boil. Reduce heat to a simmer and cook till the liquid thickens and coats the back of a spoon, about 4 -5 minutes. Add shrimp last and cook for 2 - 3 minutes.

In a shallow bowl combine flour and cornmeal. Season the flour with Creole seasoning. Dredge the fillets in the seasoned flour. Heat vegetable oil, when hot add fillets and pan fry for 3 to 4 minutes on each side, or until they are golden brown. Remove and drain on paper lined plate. Season the fillets and serve on mashed potatoes with the sauce spooned over the top.



When to Prune Flowering Shrubs

- Wesley Clement

Spring is on the way and with it comes flowers along with the abundance of new growth on all of our landscape shrubs. This always leads to the question that gets asked this time every year, "When is the right time to prune my plants?". The easiest way to keep this straight is with the "May Rule".

The May Rule simply states that shrubs that bloom before May 1st should be pruned after they have bloomed and shrubs that bloom after May 1st should be pruned early before they bloom. Since this can be confusing, I will give you a couple of examples to help explain the rule.

Early bloomers, such as azaleas and forsythias (pictures are opposite this article), set their buds in the fall and should not be pruned until after flowering in the spring. On the other hand, you have the well-known winter pruned shrubs such as roses, hydrangeas, and butterfly bushes, which are usually pruned in Jan/Feb. They will bloom on new growth during the growing season. Then, there are the shrubs that also bloom on new year's growth, but don't always get pruned at the right time. Gardenias, Spireas (except old fashioned Vanhoutte and Bridal Wreath Spireas), and Viburnums all bloom May 1st or later and, therefore, should be pruned in spring to promote new growth and flowering.

Hopefully, this has brought light to the never ending question of "When do I prune my flowering shrubs?" Always remember that if you have questions please feel free to give your Greenwood Group representative a call or email. If you are not yet a client, please feel free to contact us today.

Tree Care - Brad Jackson

As spring approaches, trees begin to leaf out again for another season. We prune our shrubs on a regular basis, but often we neglect to prune trees. The main reasons for pruning trees are safety, health, and aesthetics.

Pruning for safety involves removing branches that could fall thus causing injury or property damage. It also includes trimming branches that interfere with site lines.

Pruning for health involves removing diseased or insect-infected wood. Thinning of the crown to increase airflow and removing crossing and rubbing branches will help prevent future problems for trees.

Pruning for aesthetics involves enhancing the natural form and character of trees or stimulating flower production.

Tree care can also improve turf and shrubs in surrounding areas. Thinning trees out and raising them up, allows more lighting to the turf and shrubs. Turf and shrubs can get thin when they do not get direct sunlight they require. Many of us have seen turf struggle under trees that are low hanging and full of leaves. Proper tree care can make a huge difference in your entire landscape.

Our managers inspect your trees to ensure that they are in good shape. If we find something that catches our eye, we will have an arborist come to inspect it in more detail. Greenwood Group recommends that you have an arborist inspect your trees every year or two to ensure that they are in good shape.



Recycling Flower Containers, One Flat at a Time

- Jeff Creecy

Seasonal Color installation is right around the corner, do you know what happens with the flats that contain the flowers? Well, if your community uses Greenwood Group all the flats are recycled. That's right this spring we will install a little over 6000 flats of seasonal color. By recycling each flat we will save over 9000 cubic feet of landfill space, which is about the average size of a two story home. Not only are all the flats recycled, but each flat we used was made from recyclable plastic.

Greenwood Group is involved in a Closed Loop Recycling program. This program is a five step process: 1. Horticultural containers are engineered and manufactured using materials and processes that allow for recycling of the containers. 2. These containers are used to grow plant material. 3. Used containers are recovered and palletized to be returned to our container supplier. 4. Containers are then processed by our vendor into clean plastic regrind and pellets. 5. New containers are manufactured using the recycled regrind thus closing the loop.

You see at Greenwood Group, we understand the importance of becoming more environmentally friendly. To find out more about what we are doing to help protect the environment please visit our website at www.greenwoodgroup.net and click on Greenwood Goes Green.

Helpful Tips for Homeowners

- Lee Cunningham

Weather warms up, birds begin chirping, spring is in the air. If your community is all inclusive then you are covered, but for those communities where homeowners maintain their homes here are a few helpful tips.

- Spring is an ideal time for planting in Georgia, warming temperatures and regular rainfall make ideal conditions for plant establishment. It is important to make sure you wait until the threat of frost is over before planting some plants with new growth.
- Start up your irrigation system and make sure it is in working condition Turn

on your backflow or meter and run through your system. Check for leaks and heads that are not providing proper coverage, this will save water and money.

- Service your lawn tools and equipment for the upcoming season. Taking your lawnmower and having it serviced will make it run more efficiently and cut more effectively.
- As far as turf, make sure you have put down pre-emergent's. Also, this is the perfect time to get your grass cut down to the correct mowing height.
- Make sure your shrubs and trees are properly mulched in order to moderate temperatures, maintain soil moisture, deter weeds, and enhance the attractiveness of your yard. However, avoid mulching directly

around the trunks of trees and ornamental plants, as this can lead to rot.

These are only a few recommendations. Do not forget, you can call us anytime with help or questions about your yard!

Affiliations



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