



Lupfer Landscaping's

Monthly Newsletter

April, 2011

A MESSAGE FROM TOM

Winter has literally lasted for over six months: from mid-November to late April it's been freezing. It's been so cold this 'spring' that the plants are in stasis. Have you noticed the Tulips patiently waiting for warmer weather? The delayed growing season means that a lot of different plants are going to be blooming at the same time. It should be beautiful and is, in some small way, recompense for our suffering.

Gretchen has been working hard in the off-season to bring us into the 21st century. Please visit our Facebook page at www.facebook.com/LupferLandscaping. "Like us" and get regular updates. We aren't selling anything, just providing useful links and timely information. It's kind of like the newsletter but with a woman's sensibilities. She's even bought me a new phone; now my calendar is with me at all times. No more dry erase board with color coded entries for me, no sir. Electronic billing has been very successful and we encourage those of you who haven't signed up for it to do so.

The signs we put in the yards were a great success so thank you for letting us do it. I would like to do it one more time when we're there for the first mowing (we will remove them the following week). Nothing we've tried before worked as well.

Don't forget our referral program: a \$50 VISA gift card for any new full service maintenance contract or an install over \$2,500.

-TOM

HOUSEKEEPING MEASURES

The weekly visits are starting. The route lists are pretty set but some minor tweaking might take place so some of you may have your day change.

Our billing is done by statements and not invoices. We can send your bill and newsletter electronically, sign up now!

If you raise your garage door when the crew is there, they know it means to blow it out.

The guys nap for twenty minutes after lunch so when you see them all lying around it is something of which I approve.

LUPFER IN THE NEWS

I will be speaking about sustainable landscaping as the featured speaker at the Chicago Center for Green Technology on June 3rd. CCGT is the preeminent venue for this kind of thing. It's a pretty cool gig, I'd love to see you there.

SCHEDULE OF WORK

In May we transition from clean-ups and mulch to maintenance and installation. The maintenance is all about grass and weeds. We will be seeding, sodding, cutting, feeding, and weeding. The installation crews start the larger install projects. May is also when I'm doing 'walk-arounds': literally, when I walk around with you in the yard. It's a good chance to establish clear communication channels. Call or email (info@lupferlandscaping.com) to schedule.

GAS SURCHARGE

Yes, it's reared it's ugly head again and I apologize for having to do it. I am only recouping half of the cost increase, shared sacrifice and all, but look for it to increase as the price continues to rise.