



## Lupfer Landscaping's Monthly Newsletter March, 2011



### A MESSAGE FROM TOM

Ahh, it must be springtime in Chicago. The only way you can tell is your landscaper is sending out a mailing. The weather is certainly no indication. I'm still wearing my long-underwear for crying out loud; I'm still bitter about the blizzard. But seriously, We are trying new things in this economy and our marketing plan is one of them; the old things simply weren't working. How many door hangers do you get? Yellow pages anyone?

The first thing was the yard signs you have all been so gracious in allowing us to put in your grass (we will take them out next week). The response has been overwhelming. Nothing I have ever tried before made such a direct and immediate impact, so thank you. It worked. I would like to do it one more time the first week we mow and take them out the next week.

Second, we now have a Facebook page. You can find us at [www.facebook.com/LupferLandscaping](http://www.facebook.com/LupferLandscaping) We frequently post pictures, service updates and other useful information on the page. It's like the newsletter but with my wife's sensibilities. Hope you "like us". Tangentially, sign up for electronic billing.

And finally, we have added office support and field experience. I was on my own last year but this year Gretchen is back in the office four days a week; thank the Lord. I have also hired an on-staff designer. We are now able to turn a request for estimate around in two days, not two weeks. I have also added a construction supervisor and brought back old drivers. It's shaping up to be a great year. Let's hope. TOM

### IN THE NEWS

We won another Gold Award this year for Sustainable Maintenance from ILCA. I am proud of our efforts and it is nice to have them recognized.

### THE NATURAL ORDER OF THINGS

Our schedule from now until the 4<sup>th</sup> of July is set. First, we remove all the debris. Then we come back to do the detail work and apply the weed preventatives. Then comes mulch. By the third week of April, lawn mowing has started and landscape installations are going full steam ahead. May is weeds. In June, it's time to concentrate on the gardens; trimming bushes, cultivating, pulling weeds and such. Turf care has to be done: fertilizing, weed treatments and grub prevention. It's also time to get the landscape projects done before the heat of the summer hits. Before you know it, it's the 4<sup>th</sup> of July. Time to catch a breath.

### LETS TALK MULCH

The best mulch is locally produced leaf compost; generically referred to as 'fines'. It is dark, rich, and there are no big pieces; thus the name. The traditional mulch is made from shredded bark mixed with wood chips for filler. And we all know about those little pieces of wood that are all over the place by the end of the year. I strongly urge you to switch to the new product. After a couple of years, your gardens will be like potting soil. Call the office if you have questions.

### PLANT UPDATE

With all the snow, we're starting off in good shape but this is a La Nina year so look for hotter and dryer conditions over the summer: more 90° days with lower humidity. Think drought conditions. But it may weaken so cross your fingers.