

enviroscapes Growing Good!

www.GrowingGood.com

Fall/Winter 2010 Edition



Get Inspired, Give Back!

"We make a living by what we get, but we make a life by what we give."

Winston Churchill

Former Prime Minister of
England & Nobel Prize Winner

Complete Landscape Maintenance

Mowing

Spring and Fall Clean-Up

Turf Healthcare

Plant Healthcare

Bed Maintenance

Vegetation Control

Landscape Design Build

New Installations

Retaining Walls

Hydroseeding

Erosion Control

Project Management

Snow & Ice Removal

Commercial Only

24 Hour Service

This is a time to reflect and express appreciation



Through the Holiday season I can't help but think about all the people who have made an impact in my life and Envirosapes, whether it was advice, a referral or just some thoughts. It is hard to believe it has been 24 years since I push mowed my first yard. Wow, how business has changed from one 21" push mower to a fleet of over 50 trucks and 120 plus employees. I'm humbled by all of the clients who have hired Envirosapes over the years.

This has been possible through our loyal clients who have appreciated the work we have performed for them. I'm reminded every day when I see other landscaper's trucks on the road how many other options you have for your lawn and landscape needs. I never take for granted the opportunity and privilege to professionally maintain your property and/or create world-class landscapes for you.

TIMKEN Client Compliments!



I wanted to take the time to send you a note of thanks for the quality of work your team is performing at the North Canton Tech Center. We really appreciate the facility looking first class for our customers that visit, the general public as they drive by and our associates that work at the facility. It is a pleasure to see such a well manicured yard. Please keep up the good work. Thanks again!

John Fair

Manager Indirect Materials & Services - Timken North Canton Tech Center (Research)

It is my goal to continually improve Envirosapes.

Envirosapes faces the same challenges many of you do; finding and retaining the right people, buying the right equipment, doing a great job and making sure all the details are properly completed. The economy has exposed some of these issues more than others. I can assure you we are working harder on making Envirosapes better today than ever.

I am passionate about what I do and I know the Envirosapes team wants to be the best. Since we have grown, I don't get the chance to personally meet all of our clients or see all of our jobs but I do want you to know I care about and appreciate your business.

If at anytime you don't feel that you are getting the service you deserve, please call me personally on my cell phone at 330-353-1001 or email me at tpugh@growinggood.com. Also, if you would like to compliment a crew I always enjoy those calls. I like to share both types of calls with the team.

Thanks for your loyalty to Envirosapes. You are a part of our success. Thank you for your business and best wishes for a Happy New Year!

Happy Holidays!

Todd E. Pugh, CEO & Founder
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Enviroscapes Believes in Giving Back to Our Community

Enviroscapes has made contributions through monetary and in-kind donations to:

- Louisville Leopards Football Stadium
- University of Mount Union Academic Plaza
- Aultman Hospital Angel Auction
- Trillium Family Solutions, Chuck Webster Memorial
- American Red Cross
- United Way
- Stark County Pregnancy Support Center
- Junior Achievement
- Quest Recovery Services
- Alliance Hospital
- Canton Regional Chamber of Commerce, YStark!
- 2010 Parade of Homes, The Quarry
- 4-H, Stark & Columbiana Junior Fair Boards

& Multiple donations to...

- Local schools
- Churches
- Hospitals and healthcare facilities
- Chambers of Commerce
- Community outreach services
- Sports clubs

Client Profile:

Testa Companies Landscapes

Through two generations, the focus of the Testa Companies has been to bring together the strengths, conveniences and volume buying power of five companies to provide for every aspect of the construction and real estate industry. From apartment rentals and single-family developments to medical facilities and high-rise office complexes, delivering the best combination of quality, service and price to our clients is our daily goal. Each company works together to allow for total quality control and provide for a single point of contact for clients whose needs would otherwise require multiple organizations.

Testa Builders has numerous sites across Northeastern Ohio. Park West Corporate Center houses 30 different professional medical offices. It is great to hear the patients comment on how great the place looks now.

Park West has been a satisfied customer of Enviroscapes since early Summer 2009. "Since then, we have enhanced the curb appeal of the property with proper pruning, performed a Spring clean up which included a mulch application, Fall clean up of all ornamental grasses and leaves, and we also provide weekly mowing and weeding services" stated Ryan Tanksley, Account Manager.

This property is an example of how, in a short time, Enviroscapes can have a huge impact on the image of a building. Besides Park West, Enviroscapes also maintains two other Testa Builders' properties. We look forward to enhancing our current relationship with Testa Builders by continuing to provide world-class landscape services.



Working Smarter

OLA Event (Ohio Landscape Association)

Enviroscapes recently hosted over 140 members and guests of the Ohio Landscape Association to tour its facilities and learn about best practices and challenges of the green industry in today's economy. The event held on September 16, 2010 had three objectives: the participants heard from Enviroscapes employees about their processes, successes and challenges in five categories, toured the award winning facility, wrapping up with panel discussions for everyone to share suggestions, discuss challenges and stimulate ideas for improvement. "I attribute our success to five key things: hard work, creativity, smart acquisitions, innovation and hiring good people" owner Todd Pugh told the attendees.

Examples of best practices that were of greatest interest to attendees include contract administration processes, customer communications, employee relations and coaching, equipment and fleet management, and scheduling and tracking of jobs. "About 4 years ago we invested in an intensive 52-week training challenge designed to engage our employees on a daily basis. By embracing hands-on training, keeping open communication and promoting accountability, we've developed a highly engaged workforce who has all helped us succeed in these challenging economic times" said Pugh. Attendees were drawn to this event for the unique opportunity to tour the world-class operations as well as network with other landscapers.



Our Mission

To enhance the image and lifestyle of our clients through world-class landscape services.

We determine value through the eyes of our clients.

Our Social Responsibility

To create sustainable relationships with our clients, co-workers, communities, and the environment.

Do the right thing.

Property Tip!

Did you know...Mulching leaves into grass through mowing is good for your lawn and provides a natural fertilizer? Mow your lawn in a circular pattern, blowing the leaves into the center of the lawn. Then mow over the remaining leaf pile to further mulch the leaves; any excess clumps can easily be picked up. Do this several times to create a fine layer of natural mulch. This saves you time, saves your back and provides you with free fertilizer. Use any picked up leaves as compost in your plant beds.

Who is On Our Team?

Meet Cassie Metzger
Vice President of Sales & Marketing

Cassie joined Enviroscapes in September after 25 years in global corporate marketing. Cassie is our Vice President, Sales and Marketing. We recently created this position to help us expand our business by facilitating growth, sales, customer service and an integrated marketing communications strategy. This position will direct all external and internal marketing and corporate communications, public relations and sales management. Cassie is an active volunteer in the community, currently serving on the board of directors for American Red Cross, Junior Achievement, United Way Women's Leadership Council, and was in the 10th class of Leadership Stark County.

Cassie and her husband Steve have been married for 27 years. Steve is Owner/Partner of Metzger's Ace Hardware in Louisville. They have two daughters; Katie, who is a client associate for Merrill Lynch and lives in Canton with her son Chase; and Lauren, who works for Soroban Capital Partners, resides in New York City. In her spare time, Cassie enjoys spending time with her family and friends, boating, reading, and gardening.



Our Workplace & Employees are:

Drug Free

Smoke Free

Professionally Uniformed

We are an OSHA Volunteer Site



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*In lieu of mailing Holiday greeting cards this year,
we're donating the amount of the cost to purchase and
mail greeting cards to Local Charities.*

GrowingGood!



GreenCare for Troops...

For the second year in a row, Enviroscapes is participating in Project EverGreen's "GreenCare for Troops" program. "GreenCare for Troops" is a nationwide outreach program initiated by Project EverGreen that connects participating local lawn and landscape firms with families of the men and women away from home serving our country in the armed forces.

In announcing the new program, Todd Pugh, CEO said, "Lawn and landscape maintenance becomes a definite hardship when a family's major breadwinner is on active duty away from home. The "GreenCare for Troops" program seeks to ease this stress by helping affected families with the important task of caring for their yard and landscape." In 2009, Enviroscapes helped a family in Canal Fulton and this year we are providing maintenance service to a family in Minerva.

Families interested in registering for the "GreenCare for Troops" program should contact Project Evergreen to register. Participation is limited. To contact them or to learn more, you may access the Project EverGreen website at www.projectevergreen.com/gcft or call toll-free (877)758-4835.



Are you going green?

Environmentally friendly actions don't have to be large to have an impact. Consistently reducing the amount of energy, water, and paper our businesses use can make a huge difference, both to the environment and to our pocketbooks.

Here's a tip to get you started...

Instigate an ongoing search for "greener" products and services in the local community. The further your supplies or service providers have to travel, the more energy will be used to get them to you.

