

WINTER 2007

The Latest Dirt

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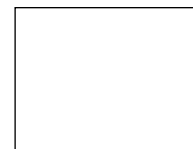


The Latest Dirt

A Quarterly Publication from New Leaf Landscape Services



2341 Danbury Lane, Suite C
Gainesville, GA 30507



The Groundskeeper

Dear Friends,

The drought is on everyone's mind these days. As responsible neighbors, we want to do our part to lessen the burden on our dwindling water supply. In addition to our own personal conservation efforts, we comply fully with all regulations and restrictions placed on our business as communities are forced to go to extreme measures to conserve water.



Our team's mission is to provide quality landscape services. And as our vision statement says, we believe in the members of our community

and we are passionate about making our community a beautiful place. There are several ways we can accomplish this even with the challenges brought on by the extended drought conditions.

Many of the property owners we work with are understandably discouraged and frustrated as they worry about the aesthetics and value of their investments, but we are committed to seeing our customers through this difficult time. Through the use of beautiful drought-resistant plants, premium plant material, and proven maintenance techniques, our team of landscape professionals is keeping our customers' outdoor spaces in the best possible condition.

We focus on our customer relationships, listening to you and serving you through our core values of quality, integrity, and commitment to year-round service. Like everyone else, we are looking forward to the end of the drought. But until then, we will be working with you to conserve water while preserving the beauty of your property.

Sincerely,

Steve Murray
President, New Leaf Landscape Services



Quick Tips

Landscaping in a Drought

- Be sure plants are mulched properly.
- Plant drought-tolerant and drought-resistant species of plants and grasses.
- Collect gray water, and reuse it to water house plants.
- When the watering ban is lifted, practice proper watering habits - longer duration, less frequency.
- When the watering ban is lifted, make sure your sprinklers or irrigation systems are working efficiently.
- Keep rain barrels under the gutters (be sure they are covered to prevent evaporation and deny access to mosquitoes).

NewLeaf Referral Program

Let your neighbors in on your secret & we'll take \$100 off your next invoice.

In appreciation for your referral, we'll deduct \$100 from your next invoice when they sign an annual contract.

Look for your referral card in the mail.

www.newleafls.com

Stepping Stones

Out with the Old, in with the New

Since we have no way of knowing when we'll have some relief from the ongoing drought, we are encouraging people to plan ahead for possible changes in their landscape designs that will keep their property beautiful in the months and years to come without increasing their water usage.

Now is the time of year to create a new - or revise an existing - landscape design for maximum impact and beauty when spring arrives. Winter is also the perfect time to remove old and overgrown plants that no longer have a place in your landscape design because their replacements should be planted now.

Because it doesn't get cold enough to freeze roots during the winter, they will continue to grow, and what is planted now will have a strong and established root system by the time spring arrives.

New installations we perform this winter can be watered, as the City of Gainesville Public Utilities Department has granted watering exemptions for landscaping installed professionally after Nov. 7. Call Suzanne Albright or Beth Garmon of our design team at 678.450.6599 to help you get a head start on a beautiful spring.



The Syfan Residence

Service Spotlight

New Leaf President Helps Create Drought Response Rules

As president of the North Georgia Chapter of Metro Atlanta Landscape and Turf Association and president of New Leaf Landscape Services, Steve Murray has been instrumental in teaming with the City of Gainesville Public Utilities Department to devise a list of professional landscaping exemptions in to response the area's ongoing drought.

"We are very conscious of the effects of the drought, and how important it is to conserve water," explains Murray. "We knew we needed to come up with a plan that would help us sustain the professional landscaping industry of the region while being good stewards of our limited resources. We believe the exemptions we've worked with area officials to create address everyone's concerns, and we look forward to working with our neighbors to get through this challenging time."

Getting Through the Drought in Hall County

The City of Gainesville Public Utilities Department has issued the following Professional Landscaping Exemptions for Drought Response Level Four for professional landscape work performed after November 7, 2007.

- Landscapes installed by certified or licensed professionals may be watered on: Tuesday, Thursday, Saturday – Watering from sunrise to sunset for a 30-day period (12 days total) is allowed. A receipt will be required for tracking. A sign MUST BE POSTED and clearly visible so there are no questions.
- Watering during the hours of sunrise to sunset can occur only ONE day following installation by a professional will include the hydroseeding, soil aeration and application of any chemicals or fertilizers. Each homeowner or business owner must be prepared to present a receipt for the work done with only one day allowed.
- Irrigation of personal food gardens is allowed.



CALENDAR

NewLeaf
LANDSCAPE SERVICES

- JANUARY**
- Overhaul equipment for spring season
 - Prune deciduous trees and shrubs to shape for coming spring
 - Spray winter weeds in turf and bed areas
 - Straw/mulch plant beds
 - Remove leaves from last fall
 - Complete bulb planting
 - Azaleas/Rhododendrons – fungicide drench for root rot

- FEBRUARY**
- Prune deciduous trees and shrubs to shape for coming spring
 - Prune deciduous summer and fall flowering shrubs
 - Spray winter weeds in turf and bed areas
 - Straw/mulch plant beds
 - Prune evergreen shrubs
 - Take soil samples for turf and plant beds

- MARCH**
- Apply systemic insecticides to Crape Myrtle, River Birch, etc. at bud break
 - Fertilize all perennials with a timed release fertilizer
 - Overseed thin areas in fescue turf where applicable (do not use pre-emergence herbicide to shrub beds and turf areas –except where seeding
 - Prune spring flowering shrubs and vines after they finish flowering
 - Watch for aphids, tent caterpillars, snails

- Cut back Liriope before new growth
- Apply systemic insecticides to Crape Myrtle, River Birch, etc. at bud break
- Clean up perennial beds
- Apply lime to turf based on soil samples
- Prune Crape Myrtle as needed
- & slugs, blackspot, powdery mildew, leaf spot, etc.
- Prune Roses
- Fertilize shrubs, trees, and groundcovers (except spring flowering)
- Prune overgrown shrubs
- Watch for leafminers on Holly, Boxwood, and Azalea
- Watch for spider mites
- Apply post-emergence herbicides as needed to shrub and turf areas
- Scalp warm season turf
- Prune out limbs killed over winter on trees and shrubs

- Use of reclaimed water (rain water or air conditioner condensate) is acceptable. We have had calls regarding the use of dish water and bath water, and their use is acceptable as well.

If an individual has had any professional landscape work performed prior to Nov. 7, 2007, they must follow the new City of Gainesville schedule. No other exemptions will be allowed.

New Leaf Honored at Banquet

The Metro Atlanta Landscape and Turf Association announced its annual award winners for landscape excellence on Dec. 4 at its annual environmental awards and scholarship dinner.

Going up against the industry professionals across the region, New Leaf Landscape Services earned three of these prestigious awards for our maintenance of landscaping at the Syfan residence, the Baker residence, and Caiaccio residence.

For a list and photos of the award winning landscapes, visit MALTA online at www.maltalandscape.com.

