

# Spring

## FROM THE GROUND UP

### A Note from Lenny & Paul

It's comforting to know spring is just around the corner, but we Michiganders know not to put away our hats and mittens just yet—we haven't seen the last of Michigan's cold winter days. According to weather experts, 2008 was the snowiest calendar year in Detroit since 1880 when record-keeping first began. So we hope our spring newsletter encourages you to start **thinking spring** and helps you start planting ideas to revive your landscaping.

During the snowy months we've been updating LSI, and we thought spring would be a great time to introduce our new tag line representing our focus and our continued commitment to our customers, partners, and our community. **Extraordinary FROM THE GROUND UP.**

Our newsletters and messages to you will further carry our commitment. We hope you will find our newsletter **Spring FROM THE GROUND UP** filled with helpful tips and community insights, and we hope it gives us the opportunity to connect with you. Along with refreshing our message, we launched a new website in February. Our new website is just another step we're taking to ensure that we remain connected to the needs of our customers by providing expanded descriptions of all our services, promotions and programs. Our guests will have the opportunity to not only meet the LSI staff, but also see just what makes LSI unique and successful.

**Thank you for your continued commitment to us,**

Lenny Schafer & Paul Doppke

### Spring Services to Consider

It's time to get ready for spring, and the first step is winter cleanup. We would love to help you in the following areas:

- ✓ Spring Clean-Ups
- ✓ Turf Rolling
- ✓ Turf Power Raking
- ✓ Turf Aerating
- ✓ Turf Fertilizing
- ✓ Irrigation System Activations
- ✓ Annual Flower Plantings
- ✓ Mulching of Shrub Beds
- ✓ Installation of Trees and Shrubs
- ✓ Baseball Field Maintenance

## Connecting with our Community

Giving back to our community is at the heart of our company. Many thanks to our staff who continue to volunteer their time and below are just a few events we have the privilege to support. You can find the LSI team coaching local sports, Macomb Science Olympiad, CYO Sports, participating in Earth Day, Boy Scouts of America, Cancer Walkathon and various other community initiatives.

### Crime Watch Police Program



Landscape Services Inc. has joined the St. Clair Shores community by partnering with the Crime Watch Police program. All LSI trucks now have Crime Watch logos on them and staff-members are now working with St. Clair Shores to report anything they observe to be suspicious, hazardous or in need of emergency attention.

The stickers will also serve as a deterrent to the criminals, letting them know people are out there watching them and let the residents know that LSI is involved in the city and is stepping in to help maintain a safe community.

# What's Hot Now?

**Outdoor Living Spaces** – At a time when renovation budgets are being slashed, many of our customers are installing Outdoor Living Spaces. With families spending more time at home entertaining, this solution seems to add another room to your home. No longer is it just adding a new patio or deck, these spaces now include fire pits, water features, built in barbecues and customized seating areas.

**Lean & Green** – LSI is exploring the use of alternative fuel for not only our vehicles, but also our equipment. We are considering utilizing propane powered string trimmers and shrub trimmers for our gardening crews. We are beginning a movement towards diesel powered solutions for all size vehicles as well as reappointing proper sized vehicles for each aspect of our business. We are advising our irrigation service technicians to carefully monitor the operation of our **customer's irrigation system** for proper coverage and timing to minimize water consumption.

## Meet Our LSI Team Members

Each quarter we will highlight team members, it's our way to connect and help our customers know the team that support you each day.

**Troy Lenk**, Sales & Design Manager has been working with LSI for 14 years and was recently awarded the Michigan Green Industry Association's 2008 Gold Design Award for Residential Landscape. This is a prestigious award and we're proud. When Troy isn't designing award winning landscape solutions, he's spending time with his wife and children, listening to music and enjoying live concerts and golfing.

LSI welcomes Account Manager **Melissa Konczak** as one of our newest team members. Melissa joined us July 14, 2008 and brings 3 years of property management experience, a customer-centric attitude and a lot of energy to our team. When she's not working with LSI customers, Melissa enjoys spending time with her husband Mike, golden doodle, her cat or you'll find her at one of the many wine tasting events throughout Michigan.



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**SUPPORT  
MICHIGAN**



**SUPPORTING MICHIGAN  
FROM THE GROUND UP**

LSI is becoming actively involved in the movement to support all Michigan Businesses. We will be careful in choosing our vendors by first acknowledging their base to be Michigan whenever possible.

**Extraordinary**  
FROM THE GROUND UP

### Dates to Remember:

|           |   |
|-----------|---|
| April     | April is National Gardening Month                 |
| April 1   | April Fool's Day                                  |
| April 4-6 | NCAA Final Four at Ford Field                     |
| April 7   | National NO Housework Day                         |
| April 10  | Tiger's Home Opener                               |
| April 15  | First McDonald's - 1955                           |
| April 17  | Daffy Duck's Birthday<br>(Yes, this is for real!) |
| April 22  | Earth Day   |
| May 10    | Mother's Day                                      |

## Coupon

In an attempt to save trees and provide our customers with quarterly newsletters and promotional announcements please visit our website at [www.lsimichigan.com](http://www.lsimichigan.com) and register your email address, or you can fill in the space below and mail this coupon discount with your April statement.

**\$5.00** Discount on your April Billing      Email Address: \_\_\_\_\_