

The Family Tree

SPRING 2014

HERITAGE'S **NEW VISION** SETS SIGHTS ON GOING ABOVE AND BEYOND

Heritage's new vision for 2014 centers on extending the ways we serve the communities we live in and work in.

Here's how we'll be making community a priority . . .

PAID TIME OFF TO DO GOOD

We're giving every employee two additional paid-time-off days to donate their time and talent to help those in need. They can choose what matters to them . . . mission trips, community

service projects . . . the point is to lend a hand to those less fortunate.

PUTTING OUR SERVICES TO WORK FOR YOUTH

We're also in the process of working through the details to assist in a major youth outreach project. Stay tuned!

EMPOWERING EMPLOYEES

We're also encouraging our employees to give a little extra when they see a need and it's reasonable to do so. Example: One of our sales team members recently took the initiative to—at no charge—grab his trimmers and prune a new customer's shrubbery during their conversation. He recognized the shrubbery was in need of care, and he knew that the additional work wasn't within the budget she had set.

*Thank you for the opportunity to be a part of your community!
We look forward to applying our **new vision** in all we do in 2014.*

Join our efforts and volunteer some time to benefit the surrounding community. Need an idea? You could participate in the *Great American Cleanup™* happening now (March 1–May 31) as part of the *Keep Pennsylvania Beautiful* program. Find a cleanup event at www.gacofpa.org.



GOING “GREENER” THAN MOST OTHER LAWN AND LANDSCAPE COMPANIES

At Heritage, we’re devoted not only to doing our jobs well, but also to preserving the environment around us.

That’s why we removed phosphorous from our fertilizer products six years ago and offer organic lawn care options. But our “green” story goes deeper than that!

SOIL SAMPLES TO MINIMIZE IMPACT ON ENVIRONMENT

At no extra charge to our customers, our technicians often take soil samples at new clients’ properties and send them to a diagnostic lab at Penn State University. The samples are analyzed to determine the nutritional make-up of the soil. This enables us to determine what treatments we should apply to a customer’s lawn. It also ensures we’re not applying anything unnecessarily, which could harm rather than help.

LICENSED PESTICIDE APPLICATORS MAKE PRECISION A PRIORITY

All of our technicians are independently licensed for their area of expertise by the state. At some other companies, technicians aren’t licensed individually, but rather

“Our licensed techs have expertise in applying problem-specific treatments. For example, if your shrubs have bag worms, they can apply a caterpillar species specific pesticide called “Conserve,” which won’t harm plant-friendly insects.” —LARRY

ride on the coattails of their company’s license. Heritage pesticide applicators are well educated and know exactly what to apply to combat a pest issue. Rather than blanket spray chemicals that might also kill beneficial insects, they use target-specific materials to take care of the problem with precision.

DRIVEN TO RESPECT OUR CUSTOMERS’ PROPERTIES

Our landscaping tractors use biodegradable hydraulic oil (vegetable oil). While mechanical issues are rare, there would be no harm to the environment if our tractors would leak oil or break down.

ALWAYS ON THE LOOKOUT FOR NEW EARTH-FRIENDLY OPTIONS

This year, we’ll offer organic weed control as an option within our Organic Lawn Care Program.

Want to learn more about our environmentally friendly approaches? Just call us! 717.292.9994

WICKED WINTER BRINGS SPRINGTIME LANDSCAPE CHALLENGES



SEVERAL CHARACTERISTICS OF THIS WINTER COULD MAKE YOUR LAWN AND LANDSCAPE FEEL ITS EFFECTS WELL INTO SPRING

EXTREME COLD

Many landscapes feature species not designed for this climate. Plants like Chinese Holly, Crape Myrtle, and Leyland Cypress might have sections that die.

Also, “winter burn” could affect evergreens and rhododendrons. It happens when a plant’s leaves turn brown because it can’t transport moisture from the stem to its leaves when the water in the soil is frozen.

What can you do? Before you prune your plants, have patience and faith in their regenerative qualities. Wait until mid-May to see if new shoots surface.

ICE STORMS

This winter, a lot of trees broke apart because of ice. Also, trees with shallow root systems like, the Leyland Cypress, uprooted because of the weight of the ice.

What can you do? Cut back cracked limbs to a joint or a side branch off the main stem. Also, give trees some time to present new growth before determining whether or not they’ll recover.

SNOW COVER

After heavy and prolonged snow cover, you might notice patches of lawn that look off-color. Snow mold is an unsightly disease that requires patience and some TLC.

What can you do? Help your grass recover faster by using a slow-release nitrogen fertilizer to stimulate growth of healthy grass.

EXCESSIVE USE OF SALT AND ICE-MELT COMPOUNDS

De-icing salts and ice-melt compounds can harm plants. Both the toxicity of chlorine and the dehydrating nature of salt in these compounds present dangers.

What can you do? Use either pure nitrogen fertilizer to melt ice or look for formulations of de-icers that are more environmentally friendly.

If you’re dealing with the aftereffects of winter and need some help getting your lawn and landscape back into shape, we’re here for you!

“Believe it or not, the snow cover we had insulated many plants—protecting their bulbs and roots of trees—from the extreme cold this winter. And certain pests and plant diseases have likely died back because of this hard winter.”

—MARK



**World-class care.
Right in your backyard.**

Follow us to get valuable information and timely expert advice.



Heritage team members replace a roof during our annual Gulf Coast relief trip. —February 2014, Biloxi, Miss.

P R E S I D E N T ' S M E S S A G E

Dear Heritage Customers,

Like most of you, I'm thrilled the spring season is upon us. Spring is a time of new growth, both botanically and psychologically, as we look to longer, brighter days ahead. I'm proud of the team we've built at Heritage Lawn & Landscape Care, and I want to take a moment to recognize how much I appreciate my entire staff's dedication and faith. They've shown excitement and enthusiasm toward our renewed vision. Through their actions and attitudes, they've demonstrated their readiness to spring forward in full force this season to serve you and surpass your expectations.

Thank you for reading *The FamilyTree*, and thank you for being a loyal customer!

Sincerely,

Tom Bechtel, CEO

To learn more, visit our website at HeritageLawnAndLandscape.com.

"Heritage's team and its focus is stronger than ever. I'm proud to be a part of it!" —STEVE



A STRONG HERITAGE TEAM SPRINGS INTO 2014

Heritage's mission in 2014

emphasizes going beyond expectations to deliver exceptional service. At the root of that is a dedication to building upon the expertise within our Heritage team.

We are 32 full-time employees strong—with an additional half-dozen part-time employees when the spring/summer lawn care season kicks into gear. We're proud to have team members with the very highest credentials, and we're constantly updating the qualifications that have earned your trust:

7 ISA-CERTIFIED ARBORISTS To attain their International Society of Arborists certifications, our arborists have gone through intense education, training, and testing. They also receive ongoing training and undergo rigorous testing to maintain their certifications. We are continually adding this valuable and prestigious certification to current and new team members.

PA STATE-CERTIFIED PESTICIDE APPLICATORS All of our technicians are certified and licensed by the state. Certification requires extensive and ongoing training. On the Heritage team, we have:

- 14 LICENSED LAWN PESTICIDE APPLICATORS—who average 15 years of experience;
- 9 LICENSED PLANT CARE/TREE PESTICIDE APPLICATORS—who average 20 years of experience;
- 6 LICENSED VEGETATION CONTROL APPLICATORS—who average 20 years of experience.

2 PA-CERTIFIED HORTICULTURISTS (PCH) To achieve PCH certification, it takes extensive knowledge and experience, plus a high level of competency in the field of horticulture. PLNA (PA Landscape and Nursery Association) administers a very competitive test for this certification.

MORE CREDENTIALS We also have technicians with landscaping/hardscaping installation certification, ICPI (Interlocking Concrete Pavement Institute) certification, segmented retaining wall installation certification, and certified landscape technician accreditation.

Many of our technicians are cross-trained with multiple certifications, so they bring a broad base of experience when on site with customers. Plus, our sales team members have many of these certifications as well!

Always learning and growing to serve you better. You can rest assured your lawn and landscape will be in the best hands with the Heritage team.

Let's grow a beautiful neighborhood together.

PROFESSIONAL SERVICE | LOCAL EXPERTISE | GUARANTEED SATISFACTION

A special offer for you
and your neighbors!

CURRENT CUSTOMER OFFER

50% off your
next treatment.*

Simply let us know who you are and
hand this form to a friend or neighbor.

CURRENT CUSTOMER NAME

CURRENT CUSTOMER PHONE NUMBER

CURRENT CUSTOMER ADDRESS

*Up to \$50 with new customer's purchase of a program
only. Offer subject to change. Call for details.

NEW CUSTOMER OFFER

50% off your
first treatment.*

Simply call us for a free estimate and
hand this form to our representative.

NEW CUSTOMER NAME

NEW CUSTOMER PHONE NUMBER

NEW CUSTOMER ADDRESS

*Up to \$50 with program purchase only. Offer subject
to change. Call for details.

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