



THE IDEAL WAY

JUL 2021

ESSENTIAL TO OUR COMMUNITIES, ESSENTIAL TO OUR ECONOMY

Ideal Landscape Group, a member of the National Association of Landscape Professionals (NALP), is part of a profession that employs one million landscape and lawn care professionals across the country who maintain and protect our living infrastructure, preserve public health, maintain outdoor green spaces, and support our economy by creating local jobs.

Now more than ever, as we begin to open up our economy and get back outside, our work is essential.

Just as our industry is critical in ensuring a healthy and safe outdoor environment, the lawn and landscape industry is essential to our local and national economic growth and success.

Landscape professionals support life-sustaining industries and businesses through maintenance of their property and the landscapes around the roads they travel as well as the utilities they need to remain fully operational. What's more, our professionals' power a booming \$98 billion industry, creating local jobs and contributing to local economies. In fact, 300,000 full-time, part-time, and temporary jobs are available every year in a wide variety of areas.

Landscape professionals work independently or in small crews, employing strict standards to safely protect the public, our employees, and the landscapes we maintain.

Preserving public health, landscape professionals perform essential treatments to lawns and green spaces to reduce the transmission of diseases through pests like mosquitoes,

ticks, and fleas. They inspect for safety and security issues, manage invasive species, and control weeds and water run-off. From playgrounds and playing fields to backyards and community areas, our professionals protect public property and maintain outdoor green spaces and community areas, creating stronger and healthier neighborhoods.

Landscape professionals keep walkways free from obstruction and potential hazards that could otherwise jeopardize public safety by performing tree removals and reducing overhead hazards.

We're all in this together. Landscapes and lawns are essential to our families and communities, and we'll continue to work every day to create stronger and healthier outdoor green spaces for you and your neighbors.

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SAVE THE DATE:
THURSDAY
SEPT 23, 2021
IDEAL OPEN HOUSE
more details on pg. 4

THE IDEAL WAY — CLIENT COMMUNICATION

In our first two issues of The Ideal Way, we talked about generational communication and the methods of communication we are using with our employees. To continue with this theme, we will be discussing methods of client-focused communication. Just as we have employees who represent every generation, we also now have clients who do as well. Knowing how they communicate is vital to reaching them when and how they prefer.

Typically, younger generations prefer instant, continuous contact via text or email. Older generations typically operate off the notion of “no news is good news”. Members of older generations are more comfortable with face-to-face or phone conversations.

If varying your client-focused communication methods is something you haven’t explored, it may be a good time to review what is and is not working best for your organization. Here are a few examples of methods that work for us and might for you as well.

DIRECT CONTACT

No matter which generation your client falls into, they will appreciate direct contact with someone from your organization. Having a direct line of communication is important for many reasons, but one main one is the assurance it provides customers. They know if they have any questions or problems, they can reach someone who can help them. This is very important to us here at Ideal because we strive to develop honest partnerships built on communication.

SOCIAL MEDIA

For the past year, Ideal Landscape has placed a focus on growing our social media presence across Facebook and LinkedIn. Before this, we used our social media infrequently to update our small following. Once we decided to dedicate time and effort towards using social media our following and engagement have slowly but surely grown.

Using social media can help put your business in front of people you wouldn’t normally have access to. Keeping in mind that different social media platforms can be used for different audiences, we use our LinkedIn to target current and potential clients and our Facebook to reach employees and our community.

Social media allows us an opportunity to give clients a “peek behind the curtain” by showing them what goes on around the office, on other job sites, and in other divisions. This communication is frequent and up to date allowing anyone interested to see what we are up to in real-time.

LONG-FORM CONTENT

While it may seem like everything you read is telling you to keep your content short and sweet, long-form content can still be valuable in connecting with your clients. In December of last year, we decided to bring back our newsletter to reach current and potential clients as well as vendors, partners, and friends. Doing this gave us the opportunity connect with clients in a different way.

Here are 5 benefits of creating long-form content

1. This strategy will position you as an authority on the subject. When people have a question on a subject, they tend to turn to the experts (in this case, you), which is just what you want.
2. Longer posts tend to rank more highly and therefore be more visible online. Longer content sometimes appears in Google’s in-depth content feature.
3. People tend to engage more deeply with long-form content, therefore spending more time on your site. If you include relevant internal links within the content, site visitors will likely view more pages.
4. You can include information for people who are new to a subject as well as information for people who are further along in knowledge. This is especially useful if you are writing a piece of content that you want to be useful for multiple groups of people along the buyer’s journey.
5. As you regularly publish this type of material, you will naturally be building a community of like-minded people who want to discuss the same topics.

WEBSITE

Keeping your website up to date is very important because it is oftentimes the first place a potential customer will go. Think of it as your first impression, and first impressions matter. An appealing, easily navigable website is key to keeping a visitor on your website for longer. Below are a few ways to improve your website.

Make sure important info is up to date

Details such as your contact details and opening hours make it easier for customers to contact you. If your contact details are not up to date, potential customers may go to a competitor who is easier to contact.

Refresh your website content

Does the content on your website reflect your business in the best light? Can people learn about your business, and does it persuade them to choose you over the competitors? The words on the page are vital for captivating and holding the attention of your customers. If they’re not quite doing the job intended, it might be time to give your content a spring clean.

CLIENT COMMUNICATION — CONTINUED

Write a blog or news article

Blogging helps to keep your website fresh with new content. It also provides an excellent opportunity to showcase your expertise, build trust with your audience, and improve Search Engine Optimization (SEO). Blog posts give customers new stuff to read and a reason to engage and share. An engaged customer is more likely to choose you over a competitor.

Get mobile-friendly

With lots of searches being carried out on mobile devices these days, having a website that works well on mobile is essential. Check how your website looks on different devices (e.g. is the text readable, can people see images clearly, are images the right size, and is the site easy to navigate?)

FOLLOW US!



@ideallandscape

CELEBRATING 25 YEARS — EMPLOYEE SPOTLIGHT



This issue's Employee Spotlight goes to Ronnie Castro, Dave Couch, and Eric Maisel.

Ronnie, Dave, and Eric started with the company in 1996 when it was Dave's Lawn and Landscaping and have been with us in the construction division ever since. We could not be more thankful for their hard work and dedication over the past 25 years.

Being together for so long, it is hard for them to not feel like family and that is what makes Ideal Landscape Group such a special place to work.

In May we celebrated their commitment to Ideal with a company BBQ. Congrats again guys, it is very well deserved!

AROUND THE OFFICE

We were happy to finally bring back our monthly company BBQs starting in May. After a year of not being able to meet because of COVID-19, we're thrilled to be able to gather and spend time with one another.

Our monthly BBQs are a big part of our culture here at Ideal. Owners, Dave & Leanna, use this time to thank everyone who makes Ideal the company it is. We gather over great food, cooked by Dave and Leanna, and great drinks as it is so important for us to take time away from job sites to relax and reconnect.

Check out the photos and video from our recent BBQs!



MAINTENANCE

Do you remember the bad storms from earlier last month on July 9th? Some of our clients sustained terrible tree and property damage and depended on Ideal Landscape Group to help clear the way for residents to get out of their homes and property safely. Emergency services like this are always available to our clients and we are readily available when they need us.

Thank you, Bob, AJ, Aaron, Matt, Carl, Christian, and Juan for coming in on their day off to help clean up.

After having an interesting couple of seasons driven by unforeseen events of Covid-19, Ideal Landscape Group would finally like to invite our clients and anyone wanting to know more about our company to our in-person Open House on Thursday, September 23rd! We will have our team available to answer questions about the services we provide and talk about what they do at Ideal Landscape Group.

Most people are surprised to know we do much more than just mowing grass. Our team's skills range from large equipment operators and carpenters who build unique playgrounds to licensed irrigation technicians and groundskeepers who maintain our clients' sites each week.

We are excited to show off our facility and share fellowship. So put the date on your calendar and plan to join us! Details will be emailed soon, and we look forward to meeting in person!



IDEAL PLAY & SURFACING AWARDED \$1M CONTRACT WITH INDEPENDENCE SCHOOL DISTRICT



Location: Independence, MO



Client: Independence School District



Value: \$1 million

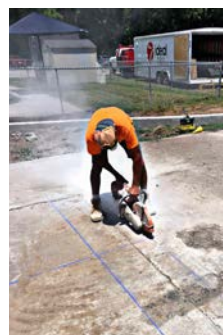


Duration: 5 months

"I'm very blessed that we have a community that's so supportive of the school district," Independence School District Superintendent Dale Herl said. "Even through COVID and a very challenging year, the community has remained behind the school district."

Included in the bond passing is funding to renovate 17 elementary school playgrounds. Work on the various playgrounds began almost immediately after the early April election and is scheduled to be completed by the end of August 2021.

For more information visit the ISD website, [here](#).



IDEAL LANDSCAPE GROUP CELEBRATES SMART IRRIGATION MONTH

Ideal Landscape Group is celebrating Smart Irrigation Month by helping customers save water, save money and see better results.

Smart Irrigation Month is a public awareness campaign to promote efficient water use. Focused on July, traditionally the month of peak demand for outdoor water use, the campaign highlights simple practices and innovative technologies to

- make maintaining green spaces easy and convenient.
- minimize overwatering while keeping lawns, gardens and landscapes beautiful and healthy.
- save money on utility bills.
- help protect community water supplies for today and the future.

Property owners and managers typically over-water, unintentionally wasting money every time they take out the hose or turn on the sprinklers. Ideal, a leader in smart water-saving practices, is delivering real results by

- helping customers plant and maintain low water landscapes that will thrive in their climate and site conditions.
- installing new irrigation systems that use real-time weather data and soil moisture sensors to automatically adjust watering to meet plant needs.
- using low volume micro-irrigation to precisely apply very small amounts of water to gardens, trees and shrubs, minimizing evaporation and waste.
- retrofitting existing systems with rain sensors that prevent watering in rainy weather.

- helping customers program automatic controllers to comply with community watering restrictions while extracting maximum benefit from every drop of water.
- auditing irrigation systems to make sure water is being used effectively and making necessary adjustments.
- identifying customer rebates from water utilities and other resources for water-efficient products.

Ideal's Irrigation & Water Management Department has helped 32 sites save money by installing Weathermatic's SmartLink system, a cloud-based smart irrigation system.

For more information about how Ideal Landscape Group can help businesses and property managers, visit ideallandscape.com.

Smart Irrigation Month is an initiative of the Irrigation Association, a nonprofit industry organization dedicated to promoting efficient irrigation. Conceived in 2004 by the Irrigation Association, Smart Irrigation Month serves as the showcase month for the irrigation industry and the public to recognize and promote the benefits associated with smart and efficient irrigation. Visit [click here](#) to learn more.



MID-SUMMER LAWN CARE TIPS

Feed and fertilize, if necessary. Once your lawn turns green in the late spring/early summer, timely applications of summer lawn fertilizer can help give it a boost to grow strong and healthy throughout the rest of the season. Properly applied, summer lawn fertilizer helps your lawn withstand the heat and drought conditions of summer. Experts recommend fertilizing cool-season grasses in the spring and the fall, and warm-season grasses in the midsummer.

Keep mowing at a high length and keep blades sharp. Dull blades can harm grass, and cause blade damage. Regularly sharpen the blades to ensure that the mower is actually cutting the grass, not tearing it, which can weaken the blades. Set your blades higher in the summer. Cool-season grasses should be cut to about 3-4 inches, while warm-season grasses such as bermudagrass and centipede grass should be mowed at 2-3 inches. Avoid mowing cool-season grasses on hot days. Warm-season lawns will require more frequent mowing in summer to avoid scalping.

Water deeply. Warm temperatures and dry weather can limit or eliminate soil moisture needed for lawn health. Lack of soil moisture can reduce the root and shoot growth, cause grass leaf blades to wilt, and change the once lush green turf color to a pale green or brown. Grass plants suffering from moisture stress can be prone to other problems including weeds and pests. The best way to maintain a healthy summer lawn is to water it deeply and infrequently. A thorough watering once or twice a week is better than frequent, light sprinkling. In the summer, plan to water your lawn once a week for about an hour to give your lawn an inch of moisture.

CONSTRUCTION

Just like the temps, our construction crews are just starting to get hot! Our crews have been busy revamping Ferris Park in Ballwin, MO, and Hartry Park in Shrewsbury, MO. They also recently completed the Manchester D Channel Improvement Project in Ballwin, MO.

HARTRY PARK RENOVATION

Ideal Landscape Construction recently completed work on the Hartry Park Renovation Project. The City of Shrewsbury was looking to revamp a grassy park into a more family-friendly area which included a new playground and basketball court. Work on the project included

- playground equipment & surfacing installation
- natural boulder retaining wall
- park shelter
- basketball goal and sport court surfacing
- site benches and drinking fountain

Check out pictures and video of the final project below!



FERRIS PARK RENOVATION

In 2014, Ideal Landscape Group completed the first phase of the Ferris Park Renovation project and in 2021 we came back to finish the second phase. In 2014, our work included a new playground and pavilion.

The Ferris Park improvement plan included an interior park trail system, additional parking, trail access from the parking lot to the playground and a fitness station.

We completed this project at the beginning of summer and are thrilled to know what the community is enjoying the new and improved park. Check out pictures and video of the final project below!



MANCHESTER D CHANNEL IMPROVMENT

The City of Manchester has completed a few streambank restoration projects, the most recent of which being the Channel D streambank. This streambank is located between Hanna Road and Briarhurst Drive.

The project is funded through the Parks and Storm Water Fund Budget and was completed in the Spring. The purpose of this project was to prevent further erosion of the properties adjacent to the creek.

