



THE IDEAL WAY

APR 2022

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WINTER RECAP

In our last update in January, we discussed our area's lack of winter weather through the early winter months. We had been hoping for more snow at that point, but little did we know mother nature was just taking her time. Almost immediately after our first The Ideal Way issue of 2022, the snow started, and it didn't seem to stop! In total, we plowed 15" of snow and treated 1" of ice. Our crews did a fantastic job of keeping up with the winter weather and ensuring our customers were taken care of. Heading towards the end of February, however, we were very much looking forward to Spring.

While Spring has brought us a lot of wet weather our team has been hard at work. Read more about what each division has in store for the rest of Spring and the beginning of Summer in this issue of The Ideal Way!



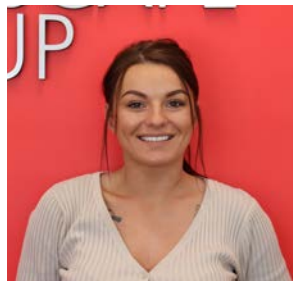
NEW ADDITIONS TO THE OFFICE

ALYX ECKSTEIN



Alyx Eckstein joined our team in February as our new Accounting Assistant. She moved back to St. Louis from Hawaii a little over a year ago with her husband and two girls. Previously, she managed a commercial retail office where she oversaw accounts receivable and payable, tenant and vendor satisfaction, and general office responsibilities. At Ideal, she hopes to become a valuable asset to the team and grow her role within the company. In her free time, she enjoys baking, watching movies & tv, and chasing after her kids.

MELISA HUSKIC



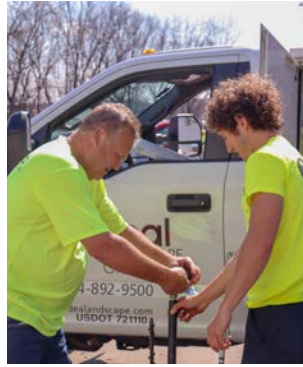
In March, Melisa Huskic became our new Administrative Assistant. She's the first face you'll see when visiting our office! Before joining Ideal, Melisa worked as an Administrative Assistant in a clinical setting and is excited to apply those skills to her position here. She is currently pursuing a Human Resources degree and hopes to eventually move into an HR role at Ideal. She jokes that while she has never worked for a landscaping company, she's pretty good with a zero turn in her own yard! She lives in Arnold with her daughter and when not at work she enjoys kayaking, hiking, going to the lake, and being outdoors.

We are excited to welcome Alyx and Melisa to the team and can't wait to see all that they accomplish!

MAINTENANCE UPDATE

Our spring season kicked off with our annual Spring Training for all new and returning crew members. It was great to see our crew members learn new skills and equipment. Training is very important for our crews' safety as well as their confidence. Almost 75% of our team has returned from previous years bringing their experience and attention to quality with them! We have a great group of men and women who are ready to get the job done.

Our spring season started with crews heading out to customers' properties on March 9th and they have been BUSY!



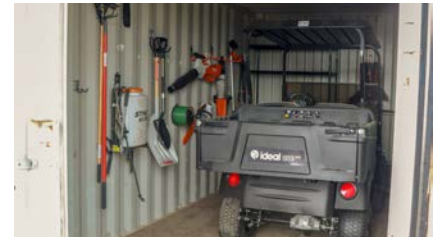
Our crews have

- Mulched 1,533,500 sq. ft. (75 semi-truck loads) of landscape beds
- Fertilized 18,478,416 sq. ft.
- Planted 12,511 tulips (Fall 2021)
- Planted 18,360 flowers
- Mowed 435 acres of turf
- Started 217 irrigation systems!

WE ARE "BUZZING" ABOUT OUR NEWEST PARTNERSHIP

Our work on Mastercard's headquarters in O'Fallon also began this spring. This is the first year of a multi-year contract and we could not be more excited to partner with them. In 2021, Mastercard reached platinum LEED (Leadership in Energy and Environmental Design) certification. LEED is the most widely used green building rating system in the world. LEED certification is a globally recognized symbol of sustainability achievement and leadership. Together, Ideal and Mastercard will work to ensure they maintain this prestigious certification.

Working to maintain their LEED certification, a minimum of 50% of the equipment used on-site will be electric or non-gas-powered equipment. As an added benefit, beehives are kept onsite to help with pollinating the native, sustainable landscape. At the end of the year, each employee gets their own jar of honey produced from the bees kept on-site.



OUR NEWEST PRODUCTION MANAGER



Join us in congratulating Fernando Aguirre Barajas on becoming a Production Manager! Fernando has been at Ideal since 2017 when he started as a crew member. Since starting with us, Fernando has only had one speed: FAST. He has always been a good worker, but he became great when he learned to combine his speed with attention to detail and quality. He eventually became a crew leader and was able to teach his crew to do the same.

When asked about Fernando's leadership skills, Operation's Manager, Silas Dill, knew he had the right qualities. "I knew the day that Fernando was able to inspire others to run while mulching so we could hit our goal, that he was going to have what it takes to be a successful leader. He didn't push or threaten anyone, he jumped to the front of the group and inspired others to follow his lead. That's the type of leaders we are looking to add at Ideal Landscape Group." As one of our leaders, he does a great job setting an example for others on the team. He was awarded our Most Valuable employee for 2020.

Outside of work, Fernando loves spending time with his kids. Any time he has a day off coming up and you ask him his plans, he always looks forward to hanging out with his children.

We are excited to fill this role with someone who understands what Ideal Landscape Group is about and shows it every day in their work. Congrats again to Fernando - we can't wait to see all that you accomplish in your new role! Keep up the great work amigo!

IRRIGATION UPDATE

CONGRATS TO OUR NEW SUPERVISORS

A big congratulations to Jeff Williams and Nathan Howell! At the beginning of the year, they were both promoted to supervisors within the irrigation division.

Jeff joined Ideal 10 years ago in the maintenance division before switching to irrigation 2 years later. He has worked in landscaping since 1990 and was grateful to have the opportunity to make the switch and learn a new side of the landscape industry. 8 years ago, Nathan started as a mow/detail crew member and then moved his way into the irrigation division. He enjoys working in irrigation because it involves diagnosing and solving problems as well as learning new things all the time. They are both Certified Irrigation Technicians (CIT) through the Irrigation Association as well as being backflow and Weathermatic certified.

In their new roles, they will continue to service our customers' properties while also taking on more leadership responsibilities. Jeff and Nathan are both dedicated to Ideal, and we could not be more thrilled to have them step into this new role!



WEATHERMATIC UPDATE



We are very proud to say that our Irrigation Division has been working hard to convert our clients to Weathermatic's SmartLink system. They have just reached over 70% of their goal and while we are excited to offer our customers water and cost-saving opportunities, we are more excited about the far-reaching effects this has on communities all over the world.

Ideal, along with our customers, has **SAVED 123 LIVES** through Weathermatic's Save Water Give Life program! With every Weathermatic controller installed, a portion is donated to help drill water wells and provide clean water to those who do not have clean water to drink.

THE BENEFITS OF "SMART" IRRIGATION

The irrigation industry is experiencing a renaissance of technology development. Now, more so than ever, consumers can find irrigation products that use advanced sensors, Wi-Fi, and app-based capability to automatically adjust watering schedules, communicate problems and save water, giving consumers more data and power to control irrigation systems than ever before.

"Smart" irrigation systems irrigate landscapes efficiently. Without wasting water, these systems use technology to know when and how much to irrigate. The days of being beholden to a clock and calendar are over. We are now using real-time data to apply the right amount of water at the right time of day.

By investing in smart irrigation technologies, you can be sure to save water, money, and time in caring for your landscape. Here are three irrigation technologies worth considering for your next upgrade:

Weather-based controller. These controllers adjust the irrigation schedule based on local weather conditions. There is a wide range of products in this category with various weather inputs and landscape-specific adjustment factors. These controllers self-adjust and require very little intervention when programmed correctly.

Sensor-based controller. These controllers rely on soil moisture sensors placed below ground in the root zones of the landscape to determine if and for how long to water. Systems with a sensor-based controller can be scheduled to run based on soil moisture and the specific water needs of your landscape.

Rain/freeze sensors. Irrigating in rain and freezing conditions needlessly wastes water and can damage your landscape. Rain sensors prevent irrigation systems from running during rainy conditions. Freeze sensors add the ability to stop irrigation when temperatures approach freezing to prevent damage to the plants. These devices can reduce overall water usage and help extend irrigation system life.

If you are interested in learning more about "smart" irrigation and how it can benefit your property, contact Mark Howell, Director of Irrigation & Plant Health Care, at howell.mark@ideallandscape.com or 314-587-4756.

PLAYGROUND UPDATE

CITY OF LATHROP, MO

“Exciting updates are coming to Lathrop City Park! The Lathrop City Park Inclusive Playground will be a fun and inclusive play area for children of all abilities – the only playground of its kind within a 40-mile radius of Lathrop, MO. This state-of-the-art playground project also includes a custom splash pad and covered stage for live music!” – [Unlimited Play](#). Work starts in Lathrop in June 2022 and will be finished in September 2022.



HAWK'S NEST AT HAWK RIDGE PARK

“Located in the Kansas City metro area and south of Lee’s Summit, Raymore has become one of the fastest-growing cities in Missouri. The city’s investment in the Hawk’s Nest inclusive playground at Hawk Ridge Park demonstrates its commitment to building a community where everyone feels welcome.

This nature-themed park features a fabulous treehouse, rock climbing wall, telescope panel, and animal crawl tunnel that children of all ages are guaranteed to enjoy. Parallel play is incorporated throughout the fully inclusive design, with both a traditional swing set and dish swing, a custom accessible ramp, and countless other thoughtful design elements.” – [Unlimited Play](#). IPS will start work on Hawk’s Nest in July. The park is scheduled to open in late fall 2022.



COMING SOON....AUDITS & INSPECTIONS



Ideal Play and Surfacing will soon be offering playground audits and inspections as a new service! There are many reasons to have your playground audited or inspected, but the most important is safety. Knowing your playground meets all necessary standards creates a fun and safe environment for kids to learn and play.

An independent third-party inspection allows you to

- Prioritize repairs while providing a safe play area
- Show required due diligence
- Save money

We are very excited to be able to offer this new service to schools, daycares, churches, parks, HOAs, and many more. If you have a playground in need of inspection, contact Craig Sanders, IPS manager, at sanders.craig@idealandscape.com or 314-587-4750.

OTHER EXCITING PLAYGROUNDS



Locally, IPS will be working with the Special School District to revamp the Litzsinger and Southview school playgrounds. Both schools’ current playgrounds will be completely torn out and built new. Ideal Landscape Construction will be doing the demo and site work for both schools. In St. Peter’s, IPS and ILC will work together to build a new playground at City Center Park. Work is scheduled to start in July and be completed by the end of September.

In Kansas City, Ideal Play and Surfacing is partnering with Unlimited Play and Variety KC to build two new inclusive playgrounds. The Kansas City Monarchs Baseball Club and Sporting Kansas City Sports Complex will both be getting brand new playgrounds. Grand openings for each complex will be in Spring 2022 and Fall 2022 respectively.

CONSTRUCTION UPDATE

GREAT RIVERS GREENWAY CONNECTOR A

Ideal Landscape Construction's largest project this spring is the Great Rivers Greenway (GRG) Connector A for the city of Brentwood. The City of Brentwood, Great Rivers Greenway, and Ideal Landscape Construction are partnering on the planning, design, and construction of a new paved greenway connection between Rogers Parkway and the Deer Creek Greenway at Brentwood Boulevard and Marshall Avenue.

This project is part of the City's Brentwood Bound Plan which also includes the Deer Creek Flood Mitigation and Manchester Road Improvements projects. ILC's work includes a new GRG connector trail, landscaping, signage, irrigation, boardwalk and amphitheater construction. Our work is scheduled to be completed in late 2022.

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ACKERT PARK

In University City, ILC is continuing work on the Ackert Park splash pad and playground renovation. The park is on schedule to open in May and on budget at \$650,000. The park has many cool features such as rain and sculpture gardens, an art mural wall, a splash pad and sculpture playground.



BADEN SHED PROJECT

Ideal Landscape Construction has been working diligently to complete the Baden City Shed Project which includes turf mat installation of over 25 acres. The work is in partnership with JH Berra on the new MSD water retention basin project in the Baden neighborhood of St. Louis. The project will be completed in April after 15 months on the job.



RIPARIAN TRAIL

ILC is working on completing the retaining walls and mass grading for a new connector trail section of the Riparian Trail in Chesterfield. While snow and wet weather have made access to the trail difficult, the project will be completed in July with two bridges over Wild Horse Creek and a small trailhead parking lot. The trail will be 1 mile long, 10 feet wide, and asphalt paved.



CAMP FIDDLECREEK

ILC's work at the Girl Scout Camp in Labadie, MO will be wrapping up in May. Our crews have been working to complete 2.5 miles of new trails, bridges, and low water crossings. The camp is used by the Girl Scouts of Eastern Missouri as a place to discover nature and experience the adventure, fun, friendship, and beauty of the outdoors.

