

2010 was a year of marked changes at ProScape...

HR Update



Congratulations to Jeff Powell on his promotion to Account Manager. Jeff will oversee all mowing and landscape maintenance crews as well as the fertilization and tree and shrub care crew. Jeff also heads up the snow and ice management operations.



Welcome to Charlie Bennett as our newest sales professional. Charlie has been in sales and management for over 20 years and enjoys working with people and helping them realize the benefits of working with our professional service organization. Charlie's primary role is to orchestrate the sales process and leverage ProScape's landscape experts for the ultimate benefit of our customers.



In 2010 ProScape joined the LandOpt network of independently owned landscape contractors. LandOpt benefits our customers through:

- Improved quality of services through skill enhancement
- Better customer services through proactive communication and action
- Higher Value through improved operational effectiveness

LandOpt is a group of business and industry professionals empowering our team with the tools, processes, training, and support necessary to become a **Proactive Customer Driven Business**



New Referral Program - Help us help others

Do you know someone who could benefit from our services? As a way to give to those who may be going through a difficult time we are announcing a new referral program. When you refer a new client to us and they sign an agreement for a maintenance service or landscape project with ProScape we will make a \$25 donation in your name to a local charity. Donations will be made to your choice of one of the following:

- Marion Shelter Program (homelessness)
 - Turning Point (victims of domestic violence)
 - Hospice of Morrow County
- Please call (740)389-6204 for more details.



Bricks, blocks, trees, and rocks!

Due to increasing demand, the past few years we have significantly bolstered our project department with the resources and experience to deliver captivating and colorful landscape and hardscape projects, including planting updates, outdoor kitchens, paver patios and walkways, retaining walls and water features. Our in-house designer and trained project crews can tailor a look that blends with your property and complements the existing elements of your home's exterior. Be sure to visit our Facebook page or website to check out the pictures and get some ideas.



Our sales vehicle, the "Green Machine," saves each year approximately 1,100 gallons of fuel and reduces our CO2 emissions by 11 tons.



We are working on big things for 2011:

Our maintenance customers who receive multiple types of services from us may be eligible for leveled billing and automatic payment via EFT. Even out your seasonal expenses with this new hassle free payment system.

We are giving back to the community in new and exciting ways:

- In January we announced the offering of a \$500 scholarship to a graduating high school senior who is planning to pursue a career in the landscape and horticulture industry.
- ProScape will be planting trees at two local schools at no cost to them for Earth Day and Arbor Day celebrations.
- Our new referral program will allow us to donate to select local charities on behalf of our customers who send others our way to receive landscape services.
- We are helping out Marion Township by beautifying the grassed median on Edgefield Drive at Marion-Mt. Gilead Road.

Our website is being rebuilt and will be launched in early March. We are also utilizing Facebook, a blog, and other social media to provide support and knowledge and to promote communication with our customers.

Renovations to our recently purchased facility at 2425 Marion-Waldo Road are commencing. The old farm house will be our main sales and administration building and upgrades to our facility will enhance our ability to serve our customers.