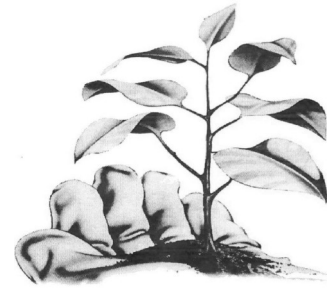


# Tierra Verde Landscape, Inc.

# Helping Hand



Spring 2008

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PCO No. 22439  
C27 No. 419515

## Quality Counts at Tierra Verde Landscape, Inc.

Bill Arman

**Q**uality counts at Tierra Verde Landscape, Inc., so much so that we dedicate a major portion of our time and effort in ensuring that our customers receive the greatest quality for their investment.

Heading our Quality Control Department is Bill Arman, who is the principal of a national landscape consulting company called The Harvest Group, performing timely horticultural reviews of each and every property we service and maintain.

Bill is a Cal Poly San Luis Obispo graduate with a Bachelor of Science degree in Ornamental Horticulture. He has been in the landscape industry for over 30 years and has conducted over 15,000 quality inspections including such well known accounts as:

- Ritz Carltons in California, Arizona, Florida and Georgia.
- South Coast Plaza
- Four Seasons Hotel
- Irvine Company
- Nixon Library
- J Paul Getty Museum
- Castle Cooke Properties
- Caruso Properties
- Coto De Caza

During these inspections, Bill and the Project Supervisor responsible for the job site, review a 21 point list of technical horticultural performance areas.

Areas such as weed control, plant health, best irrigation practices, staking and tying of trees, and trash and debris removal are reviewed. There are 7 main categories including:

*(cont pg 3)*

### Meet the Team

#### Tierra Verde Landscape, Inc.



Allen Chariton*	President/CEO	40 yrs experience
Steven Beckstrom**	VP Operations	29 yrs experience
Fred DeMaria***	Certified Arborist	22 yrs experience
Raymond Santos**	Project Supervisor	22 yrs experience
Charlie Cruz**	Project Supervisor	17 yrs experience
Emilio Ramirez**	Project Supervisor	18 yrs experience
Felipe Flores	Project Supervisor	18 yrs experience

\* Bachelor of Science– Ornamental Horticulture, Cal Poly San Luis Obispo  
 \*\* Certified Landscape Technician  
 \*\*\* Certified ISA Arborist 1702

## Congratulations to Tierra Verde Landscape's All Stars Allen Chariton and Fred DeMaria



Allen Chariton, President of Tierra Verde Landscape, Inc. has just been awarded the California Landscape Contractors Association's (CLCA) **Allegiance Award**.

The Allegiance Award, the most prestigious award bestowed by CLCA, honors individuals whose dedication, service and achievements have significantly impacted the landscape profession throughout the years. To qualify to receive the award, the recipient must have been a member of CLCA for minimum of 15 years, have selflessly given time, effort, and talent to the betterment of the association by serving on numerous committees/projects/boards/for a period of 10 years.

CLCA is a non-profit trade organization of licensed landscape and landscape-related contractors incorporated in 1952.

[www.clca.org](http://www.clca.org)

Recently, TVL's own Fred DeMaria was nominated for the CAI Orange County Regional Chapter (Community Association's Institute) Committee Member of the Year Award.



This is a prestigious award given for outstanding participation and effort throughout the year.

The Orange County Regional Chapter of Community Associations Institute (CAI-OCRC) serves the educational, business, and networking needs of community associations in the Orange County area of California. Members include condominium associations, cooperatives, and homeowner associations as well as those who provide services and products to community associations.

The Orange County Regional Chapter has over 1,400 members including nearly 600 businesses, and represents thousands of households. The chapter is one of 58 Community Associations Institute chapters in the nation.

[www.caioc.org](http://www.caioc.org)

## Arborist Corner: Don't Top Your Trees!! Fred DeMaria Certified Arborist 1702

For years, topping was considered the easiest and the most inexpensive way to make mature trees safer and reduce their size. Tree research has proven that both of these are false. The Tree Care Industry Association and the American National Standards Institute consider topping to be an unacceptable pruning practice. Tree services companies that follow industry standards will refuse to top your trees.

What actually happens when trees are topped? Trees try to maintain a delicate foliage to root ratio and they have to guard against wood-eating insects and decay organisms that can quickly destroy a tree. Topping removes too much foliage upsetting this ratio. This limits the tree's ability to sustain it's own roots. The large cuts on the limbs are made at locations where the



tree has no natural defense against pests. This makes them more susceptible to insects, disease and decay.

Limbs weakened by decay cannot handle the weight of rapid growth. In a few years, if the tree survives, it may become a bigger safety hazard than it was prior to the topping. The regrowth branches break and fall. The tree itself may fall due to root dieback.

Fred DeMaria is an ISA certified arborist with over 22 years experience in Arboriculture. He is available for consultations and can be contacted at (714) 379-1140 ext 231. Trees that are placed on a 3-year maintenance program are less likely to suffer damage in inclement weather.

**Quality Counts at Tierra Verde Landscape, Inc.**  
*(cont from page 1)*

seasonal flowers, turf, ground cover, shrubs, trees, irrigation, and housekeeping. Each category is thoroughly reviewed and given a quantitative score. This score is then tabulated into a crew score.

The supervisors scores are then tabulated after each crew is reviewed. These scores then help to identify areas for improvement and to assure that Tierra Verde is performing at the highest horticultural standards.

These scores are also used for our recognition and rewards program for our employees as well as for bonuses and pay increases.

This program has really provided positive results.

The employees support it because it gives them a very clear understanding of what is expected of them and it can measure their performance in a very objective manner.

Top performers also know what they can expect from the company when they achieve their goals

The goal is to have consistently great looking jobs and happy productive employees who in turn make our customers happy by providing landscapes that are

**Neat, Clean and Green.**



**Project Enhancement**  
**Spring Color**



**S**pring is historically known as the time of year where flowering plants, shrubs and trees display their most splendid colors.

The most popular of the spring plant material choices would have to be Impatiens, Petunias, Begonias, Marigolds and Blue Lobelia. They are also the most commonly requested among homeowner's associations as well as commercial properties.

Under appropriate conditions and care, these plants have an average life span of 3-4 months, where the blooms will be healthy and vital. After this period, the plant material starts to decline and other color choices need to be considered with respect to climatic conditions.

Often overlooked when considering color for this time of year, are the flowering trees. Some very good examples of brilliantly blooming trees are Jacarandas, whose blooms are a beautiful shade

of lilac, Sweetshade whose flowers are bright yellow and tubular in shape, as well as Tabebuia, these blooms are pink and yellow and thrive during Spring. Different species of these trees can also produce exquisite trumpet-shaped fragrant lavender flowers.

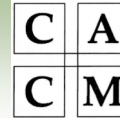
For those who like color year round, but don't want the extra expense of changing out the plant material that often, flowering ground cover is a viable option. Although not as extravagant as the annual color, plants such as Vinca or Gazania, can provide consistent color all year round.

Keeping these factors in mind, Spring color can be enjoyed at it's best. To learn more about annual color options, contact Tierra Verde Landscape, Inc. for a Color Consultation at (714) 379-1140. Optimize your landscape's beauty with proper plant material and maintenance.



Tierra Verde Landscape, Inc is committed to protecting our clients property investment by providing cost effective and environmentally conscious landscape maintenance services.

Tierra Verde Landscape, Inc.  
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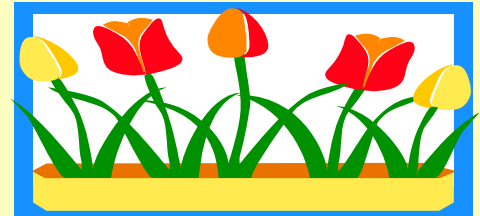


**COMPREHENSIVE LANDSCAPE MAINTENANCE SERVICES**

- Landscape Maintenance and Installation
- Horticultural Consultation
- Horticultural Pest Control
- Tree Services
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- Water Management
- Irrigation Repair and Troubleshooting
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Spring Land-  
 scape  
 Maintenance Guide



**TREE PRUNING:** Evergreen trees need to be selectively thinned to promote strong trunk development and to protect against wind damage caused by seasonal winds.

**FERTILIZATION:** Initiate a Spring fertilization program to maintain the landscape in a thriving condition.

**IRRIGATION:** Program clocks to the new season. Monitor clocks regularly to ensure that landscape areas will receive proper amounts of irrigation in the changed environment.

**WEED CONTROL:** Begin the Spring pre-emergent program to eliminate undesirable vegetation from the planter areas. Utilize herbicide for crabgrass and broadleaf control of lawns.

**SPRING COLOR:** Change or install new Spring Annual color, such as Petunias, Marigolds, Zinnias, and Vinca.

**RENOVATION, AERATION, DETHATCHING:** Requires that turf be treated to provide for better absorption of irrigation waters and fertilizer, thus promoting a lush green turf.