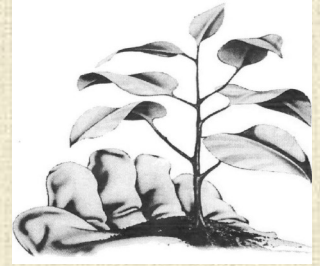


Tierra Verde Landscape, Inc.

Helping Hand



Spring 2011



President's Message Allen Chariton

Inside This Issue:

President's Message	1
Arborist Corner	2
Project Enhancement	2
Landscape Concepts	3
Spring Landscape Guide	4



Over the last 35 years, as President of Tierra Verde Landscape, Inc. (TVL), I have seen tremendous changes in the way we do business. Technology has increased the speed and frequency in which we communicate. The public demands environmental stewardship. Science has improved our horticultural practices and efficiencies. But one thing has not changed and that is the importance of the relations we develop with our clients. Customer service is our number one priority at TVL!

Although our motto is "Neat, Clean and Green", our vision is to protect our clients' property investment by providing cost effective and environmentally conscious landscape maintenance services. We hold ourselves accountable to our clients' expectations through a high standard of performance. Key to serving the needs of our clients is communication.

Whether it be a phone call or email, walkthrough or annual client survey, your feedback guides our continuous improvement process.

Although we still mow, weed and trim, environmentally conscious and cost effect standards guide the technology of our services. Thoughtful stewardship promoting the sustainability of natural resources serves to enhance our clients' property investment for today and into the future.

And as we look to the future while change is a certainty, I commit to you, Tierra Verde Landscape, Inc. will continue to improve our systems and technologies to ensure we are effectively meeting the needs of all our clients.

At your service,
Allen Chariton, President, CEO
Tierra Verde Landscape, Inc.

5562 Research Drive
Huntington Bch, Ca 92649

Phone 714. 379.1140
Fax 714. 379.1145

www.tierraverdelandscape.com

Licensed/Insured
PCO No. 22439
C27 No. 419515

Tierra Verde Landscape, Inc.'s Management Team

Allen Chariton	President	allenc@tierraverdelandscape.com
Steve Beckstrom	VP Operations	steveb@tierraverdelandscape.com
Fred De Maria	VP Marketing/ Tree Operations	fred@tierraverdelandscape.com
Raymond Santos	Account Manager	rays@tierraverdelandscape.com
Emilio Ramirez	Account Manager	emilior@tierraverdelandscape.com
Alfonso Lepe	Account Manager	alfonso@tierraverdelandscape.com

Arborist Corner: Common Tree Myths Debunked

Fred DeMaria, Certified Arborist



Here are some popular and common tree myths and the revealing truths behind them:

Tree roots extend deep below the ground.

Large root system near the base of the tree tapers rapidly into smaller roots. Most roots are within the upper few inches of soil. While a few roots may extend as deep as several feet, it is rare.

I should buy the tallest or bushiest tree I can find at the nursery.

The tallest tree may actually be weaker than smaller specimens in the same size container. While aesthetic features are important, tree trunk, branch and root system structure are far more critical to the long term success of the tree. Early structural (trunk/branches) or root system problems are often the source of failure of the tree many years later.

A good stake with strong ties is crucial when planting a tree. A tree that is capable of standing on its own should not be routinely staked.

Improper or unnecessary staking can create problems that did not previously exist.

Topping trees reduces the potential hazard of falling trees.

Topping always inflicts serious injury to the tree and usually results in long-term structural consequences.

Tree sealant/paint or other wound dressings prevents disease, insect infestation or helps the tree heal.

Tree sealants such as tar, paint etc. do not prevent disease, decay, insect infestations or promote wound healing. There is some evidence that the sealants may actually cause internal cracks in trees. Leave wounds alone and open to allow the tree's natural defenses to work as intended.

Fred DeMaria is an ISA Certified Arborist with more than 26 years experience. He has successfully implemented hundreds of tree programs. Contact Fred to develop a tree program for your property today. (714) 379-1140 ext 231 or via cell phone at (714) 797-9133

Project Enhancement: Irrigation

Steve Beckstrom, CLT, Irrigation Specialist

Specific measures should be taken in order to accommodate the changing needs of a landscaped environment. Pay close attention to irrigation requirements during each specific season.

Focus is placed on the importance of a well functioning irrigation system and it's effects on the aesthetic value of a property. Irrigation evaluations are most definitely needed and should be performed regularly.

An experienced technician should evaluate the property paying special attention to the surface plant material as well as flowers. These tend to be the first to show signs of stress due to lack of water or any dramatic changes in the system. Turf areas will start to show signs of stress on an average of about 4-5 days without adequate irrigation. Flowers can be less durable and begin to show signs of lack of water even sooner.

Here is a small checklist of items to take into consideration when performing an irrigation evaluation. Look for:

- Broken or clogged nozzles
- Valve problems
- Coverage insufficiencies

Keeping these issues in mind will most certainly assist in obtaining maximum performance from your property's irrigation system.

Steve Beckstrom, VP of Operations and Tierra Verde's Irrigation Specialist, and Certified Landscape Technician, is available for consultations on auditing your property's irrigation system and recommendations for upgrades and repairs. Contact Steve directly at (714) 379-1140 ext 226.



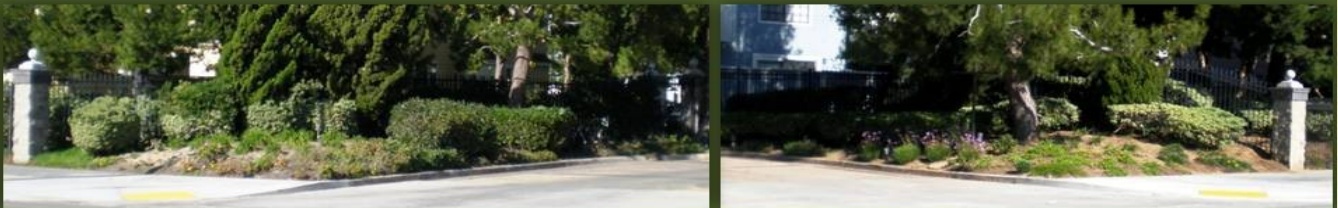
Landscape Concepts: Increase the Perceived Value of Your Community

Angelia Beckstrom



In today's economic climate, a property manager needs to be aware of what can be done to raise the perceived property value of a community. When people shop for a home to live in, the appearance of the landscape, or 'curb appeal' influences the decision making process. Communities and commercial buildings that have a landscape appearance that is not attractive or inviting have the opportunity to change that image with thorough landscape design and installation services available at Tierra Verde Landscape, Inc. Changes are a real possibility for any location and can be implemented in the style you choose, at the budget range you set, and can be completed at the pace you set. Simply upgrading the plants and irrigation can make a big difference as shown in the picture below:

CURB APPEAL BEFORE ?



The Entrance to Your HOA Sends a Message - Which One Holds Value?

CURB APPEAL AFTER ?



We can 'photo-impose' your new change before you install.
Try a few styles, before you buy.

Your Investment will Return to you in Pride of Ownership

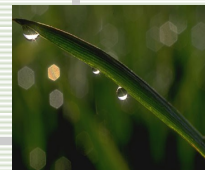
The concept for the landscape make-over pictured above, was given to the HOA board members two years before they made a decision to install it. Here is how a 'landscape make-over' is brought to life:

1. Request a landscape make-over from your Account Manager
2. Meet with the Landscape Designer to define the scope of the project
3. Photos are taken, and a digitally generated 'after' photo is created to help you choose what visual plant presentation is best for you.
4. Plants are chosen, the costs of the installation are defined and the 'Extra Work Authorizations' are sent to you.
5. Changes will begin once the documents are authorized.

**Angelia Beckstrom has over 6 years of experience in Landscape Design. Graduate of Arizona State University, she specializes in landscape design specifically for commercial properties. Contact Angelia at (714) 379-1140 ext 227 for ideas and designs on updating or upgrading your current landscape.*



Preserving the Investment



COMPREHENSIVE LANDSCAPE MAINTENANCE SERVICES INCLUDE:

Landscape Design

Landscape Maintenance
and Installation

Horticultural Consultation

Horticultural Pest Control

Tree Services

Water Audits

Water Management

Irrigation Repair and Troubleshoot-
ing

Backflow Prevention Testing and
Certification

Street Sweeping

Licensed • Bondable • Insured
C27 No. 419515
PCO No. 22439
(714) 379-1140
(714) 379-1145 Fax



Spring Landscape Guide

As landscape professionals, Tierra Verde Landscape, Inc. is constantly monitoring the multitude of seasonal factors that influence the condition of a landscaped property. As we move from winter to spring, it is our responsibility to attend to particular tasks that occur as the environment changes.

- **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.
- **SLUG AND SNAIL CONTROL:** Apply insecticide to deter pests.