

...keeping our clients informed

EVERGREEN WIND SCREENS



Green Giant Arborvitae



Norway Spruce



Cryptomeria



Deodar Cedar

Changing the Way You Relax

Greetings from Jaime!



The first few weeks of this year have stirred great feelings of excitement and pride as the nation welcomes our first African-

American president.

The encouragement of positive social change around the globe draws my attention inward to our Latino employees who strive everyday to do their best for Deehan Landscaping! Educating this team is critical to creating superior client satisfaction. Our team must be able to read, write and communicate in English to succeed! And during our down time this winter, that's exactly what's on our agenda.

We've implemented an incentive program for better communication, and all team members are taking personalized English classes right here in our office (via Rosetta Stone Software). Even Cate, who's "spanglish" is admittedly atrocious, has committed to Spanish lessons to help with training.

Our team has already attended several green industry conferences this winter to refresh their knowledge of job safety, effective organic practices for lawns, perennials, shrubs & trees, as well as pest identification. Cate & Mario are currently attending an ICPI certification course in paver design & construction for creating those lovely hardscape areas in your landscape in 2009! A full report is forthcoming in the next newsletter...

Our holiday party was great fun this year with many thanks to all who participated in the Employee Appreciation Pool! Your generosity is truly amazing! Even during these very difficult economic times, the gifts surpassed all previous years. The whole team is most appreciative of your continued kindness.

We also took an eye opening look back through the years in review including a flashback to our humble beginnings with a **Deehan Landscaping Trivia Contest** (miscellaneous gifts awarded to our winners).

These are a few of the key points learned:

1. Deehan Landscaping, was founded in 1985 with one employee (Jaime), and his 1969 red Ford F-350 Pickup with well over 400,000 miles on the odometer. Due to elusive electrical / sporadic exterior lighting issues, the truck could only be used during daylight hours!
2. In 2008, Deehan Landscaping provided more than 3,850 lawn mowing, trimming & edging visits!
3. In a year with record high gasoline prices, Deehan Landscaping spent nearly \$20,000 for fueling of equipment and trucks.
4. The cost of maintaining equipment was significantly higher than that of trucks.



Company Fleet circa 1985

Best wishes to all of our loyal clients. Thanks again for your A.S.A. renewals as well as the continued opportunity to serve you in 2009!

Jaime Deehan President

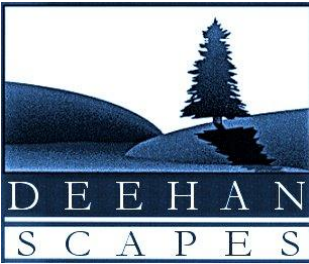
Cate's Corner

Want to Save Money on Your Lawn & Landscaping This Year???

OK, here's how... Take a moment to review the enclosed Client Referral Form for all the exciting details. Hopefully you'll be as pleased as we are with this creative solution to the age old question of how to save money while simultaneously helping others! The sooner we hear from you, the sooner we can start adjusting your 2009 Annual Service Agreement and/or crediting your account.

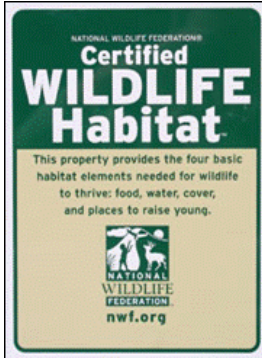
After a brief mother - daughter sabbatical exploring the warm white sands & mysterious ruins of the Yucatán Peninsula (02/16—02/22), I'll be back in the office refreshed and ready to design the landscape of your dreams. In the meantime, I'm here to help with questions regarding your Annual Service Agreements, Organic Options, Plant Health Issues, Rain Gardens, Outdoor Lighting, etc.

Cate Feck Horticulturist & Certified Arborist



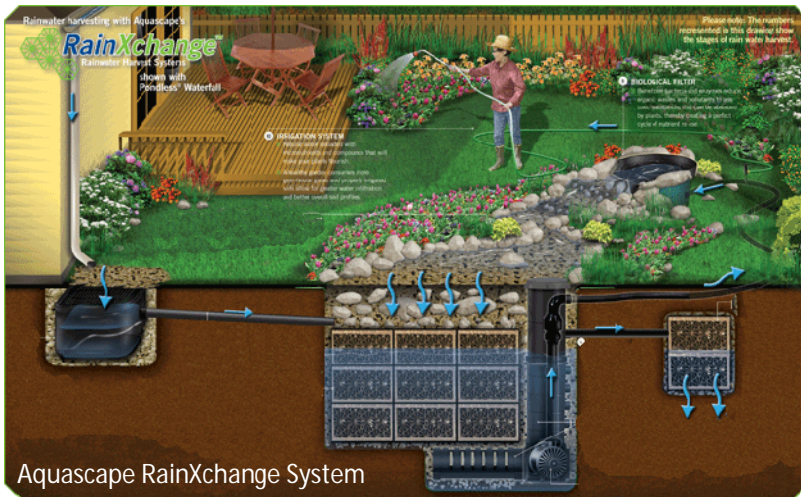
Changing the Way You Relax

NATURAL ORGANIC LAND CARE



1. Create a **NWF Certified Wildlife Habitat**. Get your kids involved in an eco-friendly project that helps care for wildlife and brings enjoyment to your family, friends & neighbors. Providing a healthy habitat including food, water & shelter for animals, birds & butterflies gives them a safe haven wherein they may thrive. Practicing sustainable gardening techniques & providing one of each of these criteria will get your garden certified: *food source, water source, places for cover, places to raise young*. Then proudly hang this sign and wait and watch! You're probably halfway there already! Visit this website for more info: www.nwf.org/backyard/

2. **Install a Bat House**: Encourage a bat population in your garden to help control insects, especially the variety that buzz around your head, suck your blood, and leave nasty, itchy bites. Did you know that a brown bat can catch hundreds of mosquitoes in just one hour? If you're worried about West-Nile Virus or the bird flu, this may help ease your stress. *Bonus*; bats are also natural pollinators for flowers! Bat domiciles are much different than bird houses in that they are flat rather than open. They mimic natural habitats around trees and along roof eaves, simulating protective narrow areas that create warmth needed for the young bats. Ideally the bat house should face east or south for maximum morning sun exposure.



3. **Collect rain water in a Rain Water Harvest System**: Recycle and reuse water runoff from downspouts, driveways, and patios to water plants in your garden or patio containers, top off existing water features, or wash your car. **You can even incorporate a water feature such as a weeping rock sculpture into a paver patio where the storm water is collected and re-used!** These systems store water underground thereby eliminating "eye sores" & mosquito egg-laying sites. Filters are used to prevent stagnation and unhealthy bacteria development. *Another Bonus*; water features add breeding sites & water sources required for a wildlife habitat!

What Our Clients Have to Say

"I would like to congratulate our team on the fantastic work they have done this year!" Mrs. R. Thring, McLean, VA

"Thanks so much for the great work you do!" Mr. & Mrs. Koplou, McLean, VA

"Thank you for keeping our yard beautiful and for your great service. Happy 2009!" The Hayes Family, Falls Church VA