



# ENCORE

HEMLOCKS LANDSCAPING

706-692-9064

WINTER 2003-2004

## HAPPY HOLIDAYS !!!

From all of us here at Hemlocks, to all of our clients, friends and neighbors. We hope that this finds you with your shopping done, your family close, and your home warm and snug. Winter I am sure must have some advantages, but they have escaped me this year for some reason. It seems colder than ever, and the worst is not even here yet. As I write this our men are out in 25° weather with the wind blowing hard, and I am thankful that I just *must* get this done right now.

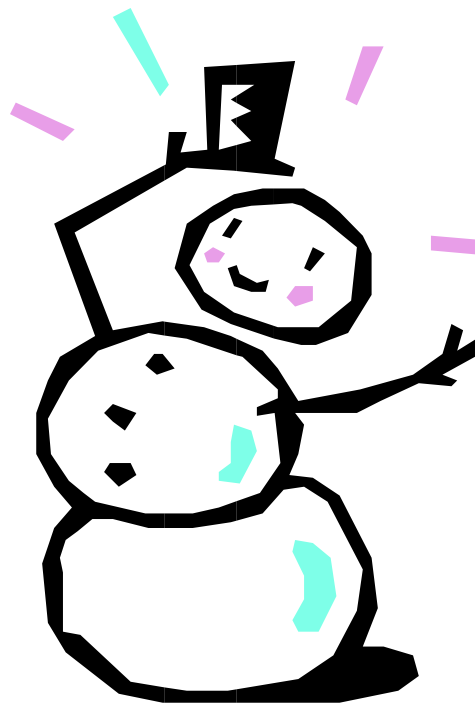
This year we have seen a tremendous amount of change here at

your favorite landscape company. We have worked hard at improving our service, our results, and our creativity. Sure there are chal-

lenges every year to work on and overcome. But with our team approach, we have made significant progress in so many areas, and are excited about the new year and what it will bring. We extend a Huge thank you to our clients for giving us an opportunity to provide you with our services.

We want to wish you and everyone you care about, the very best that this time of year can bring, and may you also have a beautiful and bountiful New Year!!!

**Thank**  
**You!**



### Did you know?

- We are the **ONLY** 'full service' landscape company in this area
- We have installed, and now maintain many beautiful properties from Buckhead to Blue Ridge.
- We have worked to become the best 'value' by separating ourselves from the competition by **SERVICE** to our clients.
- Our employees undergo continuous training in the best horticultural practices.
- We invest in our equipment and our people so we can have more capability than any other company.
- Our employees have an average of over nine years experience in high-end landscaping.

### Employee Profile: Raul Casique 3<sup>1</sup>/<sub>2</sub> Yr.

Our Employee Profile this quarter goes to Raul Casique. He is a long term employee who has been continuously employed by us for over three years. Raul works in our installation division, but is also an accomplished rock / brick

mason as well as one of the best concrete finishers that we have ever seen. He has an ever present smile that is contagious to our other guys, and he is always a joy to work with, having won our coveted 'best attitude' award for

several months. Raul with his wife and three kids live in the area, and look forward to contributing to the community for many years to come.

Thanks Raul !!!

### Inside this issue:

Employee Profile	1
Owners Message	2
Flower Power	2
Client Profile	2
'A Cut Above'	3
'From The Trenches'	3
Musings	3



## Owners Message

I would like to thank all of you really great folks who said so many nice things about our first newsletter. I was amazed by how many great suggestions and comments we got. So much so, that I could almost not wait for the writing of this issue.

As the nights and days grow colder, and the holidays approach, I am reminded once again of the things that mean the most to all of us. Family, Friends, Faith, Freedom, a warm hearth, and a full plate. I am certainly not going to turn this space into a public service article, but I strongly feel that we should occasionally pause to give thanks, and credit to those few who sacrifice so much to give us all the ability

to be creative, productive, and... safe. As I write this there are many great Americans both here and abroad who face terrible things on a daily basis so that our way of life is protected and our nation remains strong. Our domestic protectors, the Police, Fire, EMS and others who do their best to keep us and our families safe here at home. And our military, guard, and reserve units who are scattered all over the world



defending our great nation. Their dedication and commitment to all of us is inspiring.

So when you say your prayers tonight, please say an extra one for all of those men and women, and their families, who put it all on the line every day for all of us. Sure our nation has problems and things that need attention, but these folks are the best our country has to offer, and they should be commended. May God bless them, their families, and our country !

**MERRY CHRISTMAS !!!**

## Flower Power

Winter has finally arrived and everyone is in the holiday spirit. This is my favorite time of the year. People are joyful and festive awaiting Christmas and the coming of a new year. Many of you are decorating your houses with Christmas trees, garland, wreaths, holly cuttings, and poinsettias, to trigger the mood of the Christmas season. These are some of the most common decorations of the season, but lets not forget about one plant that is overlooked



throughout most of the year, and in it's greatest time of glory is sometimes overshadowed by the traditional holiday décor...The Camellia. Camellia japonica varies in size from a medium shrub to a small tree. Its bloom time varies upon cultivar from fall to late winter. Most camellias have large and profuse blooms that are red, white, pink, or variegated. The leaves are 3-5" long, and

are thick and glabrous, making them interesting and attractive throughout the year. Camellia japonica is also the state flower of Alabama, my native state, which makes it all the more appealing. There are also Camellia societies that have highly competitive events and shows, that further tie strong emotions to the species. In my opinion , living in the south, and not having a Camellia in your yard should be unlawful. It is a traditional southern belle that has spectacular appeal throughout the year, and can really show its "true colors" during the most festive times of the season.

## Client Profile

Our second 'Client of the Quarter' honor goes to Clyde and Gloria Ellison. The Ellison's have a truly beautiful home (and landscape!) on a large tract of land near Jasper. They moved to this area several years ago seeking a little more peace and quiet, and a lot less traffic. Their property would be described as a Gentleman's Estate, with our Estate Management Team providing enhanced services, basic landscape maintenance, and request completion. Gloria has a real eye for

quality, and a terrific sense of style, especially with her home and landscape. This Fall we started collaborating on a new design for the front of the house, and some other key areas that would have the most dramatic impact for their budget. I must tell you that after several weeks of work, Matt and his guys have done just a terrific job crafting and installing their new landscape. One of the best features of the



work is the fact that Clyde and Gloria were willing to listen to our advice about the drainage and irrigation systems, two things that are crucial to plant health. Through teamwork and attention to detail we have another happy client, and a landscape that will showcase their beautiful home for years to come.

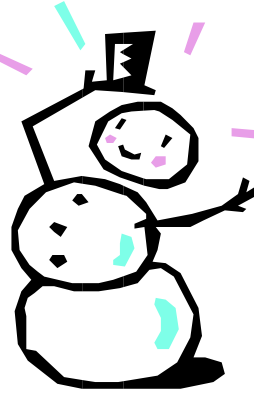
**Thanks Clyde & Gloria !!!**



## “A Cut Above” with Randy Godfrey

The winter months which are fast approaching promise to bring the usual cold weather, wind, rain, and icy precipitation to our part of Georgia. Although these things can produce a difficult work environment, the brave guys in our Maintenance division will be hard at work battling the elements while performing a very important task namely, the pruning of flowering trees and shrubs, or to be more precise, the pruning of those plants which flower on the current season’s growth. Plants in this category are pruned during the dormant season. As you could imagine, there are quite a large number of plants which fall under this classification, but perhaps the most prevalent and widely-known is the Crape Myrtle

(*Lagerstromia indica*). This plant is popular for its graceful shape, exfoliating bark, and of course, it’s summer flowers. Many of you have undoubtedly witnessed the destruction of fine specimens by landscape companies and homeowners who randomly select a height and begin randomly “hacking away” everything above that level (usually leaving nothing but sticks coming out of the ground). While this won’t hurt a healthy plant, it does absolutely destroy the beautiful grace and form of this jewel. At Hemlocks Landscaping, our highly-trained crews will be



hard at work this winter carefully shaping your Crape Myrtles. They will be removing weak, twiggy stems which will not be able to support the new spring growth, they will remove dead wood and rubbing branches to deep disease in check, and finally, your Hemlocks craftsman will shape the tree to allow it to grow in a natural, flowing manner. Then as the hot days of summer arrive your Crape Myrtles will provide you with a wonderful display of color for many months.

## “From the Trenches” with Matt Pilkington

“Fall is for planting” was a great marketing quote delivered by Pike Family Nurseries a few years back used to boost sales in the fall season by influencing people to believe that the fall along with spring are the best times to work on the landscape. The marketing technique worked fantastically, and nursery sales all over the southeast boomed like never before in the fall season. Although it is true that fall is a great time to plant, in my opinion, the months of November through February may in fact be the best time to do

**“ there is no better time than the present “**

installation of most plant material. Now, before you go calling me crazy, let me explain. As the crisp autumn mornings begin to set in, in October, plants start to go through physiological changes. Deciduous plants begin to go into fall color displays and their foliage begins to abscise. Evergreen plants cease to grow and begin storing energy reserves in their root systems. This process is referred to as dormancy. By late November most plants have reached this dormant phase and are set in stature for the forthcoming winter. This is the best time to plant or transplant them for a couple of reasons. First, they are not sus-

ceptible to transplanting shock, because they are not actively growing and can ease into their new environment conditions. Second, when the plants come out of dormancy in the spring, they have more time to establish new root growth before the hard summer sets in. Thirdly, they have very little, if any watering requirements until spring. In my experiences, plants installed during the dormant season have a better survival rate and are easier to establish large plant material. So, if you are considering a new landscape or a renovation to your existing landscape, there is no better time than the present. Get your landscaping done in the dormant season and reap the rewards and enjoy its beauty this upcoming spring.

## Musings

- > There is no danger of developing eyestrain from looking on the bright side of things.
- > I prefer winter and fall, when you feel the bone structure of the landscape- the loneliness of it- the dead feeling of winter. Something waits beneath it, the whole story doesn't show. - Andrew Wyeth
- > One kind word can warm three winter months - Japanese Proverb
- > The secret to creativity is knowing how to hide your sources. - Albert Einstien
- > If a man does not keep step with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away. - Thoreau
- > The greatest pleasure of a dog is that you make a fool of yourself with him, and not only will he not scold you, he will make a fool of himself too. - Samuel Butler
- > My wife’s a water sign, I am an earth sign, together we make Mud! - Rodney Dangerfield

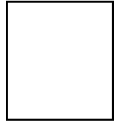


We are dedicated to designing, installing, and maintaining superb outdoor environments, using only the finest in materials, and craftsmanship. Winter, or anytime, is a great time to plan and start realizing your dreams of a property that you will LOVE to call your own. Our staff is prepared with years of education, experience, and unparalleled vision, and creativity that can transform even the most difficult sites into... 'Gardens of Eden'.

CONSULTING & SITE WORK  
DESIGN / BUILD  
INSTALLATION  
CONCRETE WORK  
HARDSCAPES:  
PAVERS, STONE, BRICK, WOOD

PATIOS & FIREPLACES  
BOULDERSCAPING  
CLEAN-UPS & PRUNING  
IRRIGATION SYSTEMS  
BEAUTIFUL NIGHT LIGHTING  
WATERFALLS AND PONDS

PROPERTY MAINTENANCE  
ESTATE MANAGEMENT  
CHEMICAL PROGRAMS  
FLORICULTURE & PLANTERS  
EVENT PREPARATION  
MUCH, MUCH MORE !



DESIGN/BUILD ♦ MAINTENANCE ♦ ESTATE MANAGEMENT  
1041 Evans Rd. Jasper Ga. 30143 706-692-9064 fax: 706-692-0163

# COUPONS

## WINTER CLEAN UP TIME

Call us to set up a **winter spruce up** for your entire landscape and receive 5% off of your entire invoice for jobs over \$2,500 . This includes pond clean-ups, re-mulching, fertilizer, pruning, debris removal, overseeding, etc.

# 5% off

EXPIRES 1/30/04

## JUMP INTO SPRING

Book with us early for a **design and installation project**, and not only get to the head of the line, but receive 5% off the entire project for jobs over \$5,000 . Including ponds, plantings, hardscapes, lighting, etc.

# 5% off

EXPIRES 2/28/04