



Leisure News

Your Source for Landscape News and Information

Leisure Landscapes' Top Twenty

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It's a common truism that **80% of your results come from 20% of the population.** And that is true for us as well. So I'd like to dedicate the next article to those 20 customers that have helped shape Leisure Landscapes into what it is today. Together, this group—only 4% of the clients—has generated \$1.08 million dollars in revenue, or 17% of the total revenues of the company since inception. They have provided us with some of the most challenging and satisfying projects we have installed. So without further delay, here are the Leisure Landscapes Top Twenty.

Gold—Over \$100,000.

Leading the group is **Dr. Dana Jones.**



Dana has enlisted Leisure Landscapes to design and install the landscaping and irrigation for his Durant Road

Professional Building and the Shoppes of Heritage in Wake Forest. We provide the ongoing maintenance for these sites as well as his home and the Animal Hospital he owns. Leisure Landscapes has



YOU'RE INVITED!

LEISURE LANDSCAPES LUAU

SATURDAY, AUG 23, 2008

WEAR YOUR HAWAIIAN SHIRT

6:30 –7:00 PM Tours and Presentations

—Goin' Green Tour

—Site Tour

—Top Designs Tour

7:00-8:00 Luau Pig Buffet

Entertainment by: Doppler Effect,
Tucker Street and the
General Assembly Chorus

8:15-9:00 Hula Dancing—Hunk of
Love Productions

9:00-12:00 Disco—A+ DJ Service

8109 WAKE FOREST HWY 98 DURHAM 27703

RSVP (919) 847-1733



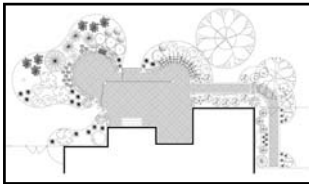
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also installed a paver patio and koi pond at his personal residences. Dana is stepping away from his veterinary practice to devote time to his horse farm in Wendell.

Mark Easley moved here 8 years ago from California and wanted his new Weston Estates home to have all the features he enjoyed in CA. Leisure Landscapes assisted with installing brick and stone patios, an outdoor kitchen in stone and tile, an 'Old World' wall fountain flanked by two lions, ornamental iron fence, gazebos, retaining walls, irrigation and lighting. Mark can be found on the web playing guitar at his site www.goldhat.net.



Silver—\$50,000- \$99,999



Third in our listing is **Andy Gamble** from Burlington, NC. The Gambles asked us to design and install an outdoor fireplace, paver patio and retaining walls. The resulting outdoor rooms extend their enjoyment of the outdoors.

Glenn and Jane Riepl come in fourth with the landscaping of their new home in The Oaks community of Chapel Hill. Leisure provided a pergola, stone walkways, irrigation, trees, sod and streambed.



My personal favorite is the **Boudreaux** home. Our solution to their entry onto the patio won the Distinction Award with the NC Landscape Association. This landscape might have been number three if we had charged the \$25K for the rebuild of their retaining wall and patio. But this was done under our warranty. The Boudreaux are ongoing customers with our Complete Care Plan service.

The number six position is held by **Cathy Innes** for the complete landscaping of her backyard including screened porch, decks, fence, lighting, irrigation, streambed and plantings.



Jim Anthony holds position number 7 with the installation of landscaping and irrigation systems at his home and at his

Anthony & Co. office complex on Oberlin Road in Raleigh. Jim is a Ten-Year member and current Complete Care Plan and IrriGuard customer.



Peggy Titus, a garden tour favorite, comes in eighth. Her vision provided us with fascinating projects including a large pond and waterfall, irrigation, fencing, trees, masonry walls, stone walkways, retaining walls, moss garden and lighting. Peggy's fabulous garden will be featured on the Garden Conservancy tour Sept 20-21 with proceeds going to the conservancy and the JC Raulston Arboretum.



Bronze—\$30,000- \$49,999

The number nine spot goes to **Alan and Julie Edmunds**. Also from California, they commissioned Leisure Landscapes to build a pavilion to replace one they had on the west coast. Leisure proposed an Adirondack style that makes you feel as if you are in the mountains. Other projects for their Wakefield Plantation home included stone patios, steps, walks, lighting, irrigation and landscape plants. They are current Complete Care Plan and IrriGuard Plan members. Alan is looking forward to stepping away from his CA legal practice to open stylist salons in Wake Forest.



Our tenth spot goes to **Mike McClanahan** whose Wake Forest project features an outdoor kitchen, patio, garden wall, irrigation, lighting and —of course—plants. Mike now can enjoy the great outdoors as part of his home.

That's all we have room for here. But as you can see, we have some beautiful examples of what can be done when we have the vision, the budget and the skill to make it become a reality. We'll wrap up our Top Twenty in the Fall issue.

Did you know our very first customer was **Kim Randolph**? We installed landscaping and irrigation for her and her husband in September, 1993, for a little more than \$5,000. This was way before there were employees and Paul Martin worked alone. It took two weeks to install and only cost \$5,000. We're also happy to report that Kim was a repeat customer this year with the installation of a paver patio, fence, deck modifications and landscaping at her new Cary home. This time Carlos did the work and the project was \$18,000. Times have changed...

Q&A

Q My lawn looks worse than ever. What can I do about it?

A Now is the time to decide. First you need to determine what you expect from a lawn. Then we can determine what kind is best for you. If you want your lawn to be green through the winter, then your options are **cool season** grasses. Of these, the tall fescue varieties are most commonly used. The disadvantage to this type of lawn is that it looks its worst this time of year (this is probably what you have) and has a relatively high maintenance cost for mowing, watering and fertilizing. If a green lawn in winter is not important to you, then go with a **warm season** lawn. These include Bermuda, centipede, St. Augustine and zoysia. These lawns perform best in the summer and are roughly half the cost to maintain. The disadvantage is that they tend to be invasive into plant beds (particularly Bermuda) so you have to be vigilant in maintaining your bed edges.

Regardless of the choice, now is the time to prepare. Apply round-up on all your weeds and unwanted grass. Allow 8-11 days for it to take effect and reapply if necessary. Wait another 8 days. Cultivate the ground by raking or tilling. For fescue, you may use seed. Cast it by hand or drop spreader (not rotary) and cover with wheat straw. Water as frequently as you can. In 14 days it will germinate and will be mowable in another two weeks. For the warm season lawns, use sod (it is too late to attempt seed). Again water as frequently as you can but especially when you first lay it in. For more information, click on: <http://www.leisurelandscapes.com/services/lawns.htm> or 'Where is the Grass Greener?' <http://www.leisurelandscapes.com/inthenews/Newsletter%20Summer%202007.pdf>

WELCOME!

to our new Complete Care Plan customers for Summer 2008:

Valerie and Patrick Balestrieri, Gardner St.; **Patrick and Carla Bann**, Waldon Creek; **Paul and Sallie Brown**, Carpenter Village; **Susan Chang and James Cho**, Olde Raleigh; **Philip and Marilyn Dichtenberg**, Cameron Pond; **Harper and Tanya Grant**, Henley; **David and Charlene Johnson**, Lake Boone; **Cameron Jones**, Alyson Pond; **Russell and Morgan Jones**, Hansen Grove; **Brant and Whitney McArthur**, Woodbridge; **Dave and Jamie Medvetz**, Irene Way; **Whitney and John Pearce**, Alyson Pond; **Bob and Mary Anne Randolph**, Stonehenge; **Corey and Billie Skolnick**, Stonehenge; **Secur-Tek**, Apex; **Jan Tuchinsky**, Winstead; **Natalie Varcasia**, Hereford Village; **Pam and Ricky Williams**, Hillandale.



Click to Pick or death of the Yellow Pages

It used to be 'Let your fingers do the walking'. Now, we're all more likely do our research on the Web and click on a choice. So, after 15 years, Leisure Landscapes has dropped its advertising in the Bellsouth (now AT&T) yellow pages. You'll find us instead through your favorite online search engine such as Google or Yahoo.

Several factors led to the decision:

- ◆ declining public usage of yellow page sources as a search tool. Where the usage rate was nearly 93% ten years ago, it has fallen to 40% today.
- ◆ the high cost of yellow page ads (over \$50,000 per year)
- ◆ the steady increase in referrals, web searches, vehicle recognition and signage as ways of recognizing and learning about Leisure Landscapes.



You can still find us in the white pages listings, but tell your friends to check us out online at www.LeisureLandscapes.com

A Note from the President



Paul Martin

As we celebrate our 15th year, I look back at the progress we've made and the longtime customer relationships and friendships we've established. From our very first customer—Kim Randolph, who hired us again this year to work on her new home, to the Top Twenty customers who have entrusted us time after time to make their landscape dreams become reality, to our 500 active customers—I salute you all for making Leisure Landscapes what it is today.

We now have three seasoned maintenance teams and two skilled installation crews, eight energy-efficient trucks, a new office location on 9.6 acres of prime land, superb name recognition and an excellent reputation.

Thank you. Please celebrate with us this Saturday, August 23, 2008 at the Leisure Landscapes Luau. Your invitation is on the front page. See you there!



Live the Life of Leisure



Grubs in your lawn?

THE GRUB-DAMAGED LAWN

Severe grub damage in a lawn appears as large, irregular sections of brown turf that detach from the soil without effort. Unlike turf damaged by drought or excessive fertilizer, the turf peels away like a carpet being rolled up.

For most of the year, however, grubs are out of sight and out of mind. They feed on grass roots in

your lawn and are usually noticed only when dead and damaged areas appear. Another indicator is Japanese Beetle presence on your ornamental shrubs and trees. They have now died but their grubs are eating your grass roots.

Seek out grubs in mid-August. Sampling early in a grub's life cycle means that you'll catch grubs while they are small and less capable of seriously damaging your lawn. Early sampling, ("scouting") while your lawn looks healthy increases your chances of being effective and decreases the possibility that moles and other animals will tunnel your lawn, feeding on grubs.

SAMPLING

Using a garden shovel or spade, cut three sides of a 12-inch square. Grab hold of the open edges and peel back the turf like a carpet, towards the attached side. Look for c-shaped grubs on the newly exposed soil and under the sod mat. Count them and make a note on your map. Replace the sod, water thoroughly, then move to your next sampling site. If you average 10 or more, it's time for treatment.

TREATMENT

For Japanese Beetle grubs, you can apply a biological like Milky Spore. A more universal control is "Merit".

Leisure Landscape's Weekly Maintenance Schedule

LEISURE'S INFORMATION STATION

JUNE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Blue Team Leader: Mario	Raleigh Hayes Barton, Mordecia, Oakwood, Sprint, Marshall & Taylor, Fetzer Stevens, Gardner St., Lake Boone, Thieves Market Mall,	Cary/Apex Providence Place, Twin Lakes, Carpenter Village, Cameron Pond, Waldon Creek, Haddon Hall, Dogwood Ridge, Secur-Tek, Olde Salem, Bond Lake, Preston, Preston Village	Wake Forest / Raleigh Wakefield Plantation, Shoppes of Heritage, Power Secure, Heritage, Riverside, Hunters Knoll, Durant Trails	Raleigh / Cary Brookhaven West, Olde Raleigh, Laurel Hills, Wessex, Academy Plaza, Pure Gold, Braeloch, Preston, Weston Estates.	North Raleigh Treverton, Johnsdale, North Ridge, Alyson Pond	Special Request Jobs
Yellow Team Leader: Carmen	INSTALLATIONS	INSTALLATIONS	INSTALLATIONS	INSTALLATIONS	INSTALLATIONS	Durham, Mebane, Pittsboro, Fuquay – Varina, Garner, Wakefield Kerr Drug units 405, 322, 415, 412, 435 & Hillandale
Red Team Leader: Miguel	Raleigh / Cary Applebee's, Lochmere, Lochmere Birkhaven, Enchanted Oaks, Eagle Ridge, Wynstone, Lane Ridge, Jamison Park	Durham/Chapel Hill/Cary Briardale, Winstead, Carriage Hill, Mary Dell., Boothe Hill, Southern Village, Summerset, Northwoods, Cambridge, Wyndfall, McGregor	Raleigh/Creedmoor Chandler Pointe, Stone Bridge, Bent Tree, Sheffield Manor, Honeycutt, Avanlea, Bedford, Falls River, Ethan's Glen, Creedmoor	North Raleigh Durant Animal Hospital, Durant Professional Building, Reedham Oaks, Emerald Chase, Grey-stone, Traemoor, Stone-henge, Springdale Estates, Wyngate	Raleigh Mapinfo, Friday's, Wykford, David Jackson DDS, Hillyer Church, Hereford Village, Country Club Hills, Glen Eden	Special Request Jobs

The Leisure Landscapes Summer Calendar

JUNE	JULY	AUGUST
<ul style="list-style-type: none"> ◆ Apply herbicides to Lawn ◆ Apply iron fertilizer for lawn ◆ Apply 10-10-10 fertilizer to plants 	<ul style="list-style-type: none"> ◆ Set Japanese beetle traps ◆ Apply herbicides for crabgrass ◆ Prune hedges 	<ul style="list-style-type: none"> ◆ Apply grub killer for Japanese beetles ◆ Apply round-up on weeds in lawn ◆ Prepare for lawn renovations