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Harvest Landscape Enterprises, Inc.

Newsletter

August 2011

'Old School' breeds innovation in landscaping



We practice a lot of family traditions here at Harvest...

Representing a legacy of three generations of landscape expertise, you know that what my grandfather and father taught me years ago still sticks with me today. "Don't ever forget where you came from," a voice inside of me says. But don't lose sight of where you are going, either. Our world is changing. Even floppy disks are museum relics now. Tradition lets us learn from the past and -- when used wisely -- prepare for the future. My father, grandmother, uncle and cousin either work for or advise me on business strategies that worked for them in the past. It's my job to infuse that collective knowledge into applications that address and anticipate

Customized App Enhances Efficiency and Service

If you see a Harvest worker on the phone while he's out in the field, there's no need for alarm. Chances are he's hard at work. Harvest has developed a new mobile iPhone application that allows field supervisors to tap into data available at the office through corresponding software. It's technology that enables workers to respond to service requests in real time, review work orders and enter water use calculations on site for immediate and precise adjustments.

The iPhones also allow us to photograph and record information pertinent to helping us better serve our clients. Who'd have thought that a hand-held electronic device would ever become one of the most important items in our arsenal of field equipment and tools? We looked into setting up an application to replace our chain saws and chippers, but Apple hasn't reached that level of technological sophistication... yet.

New Monthly Reports To Address Legislative Mandates

Regulations are being continually updated regarding the amount of waste Californians are allowed to produce. If the laws don't require direct monitoring already, they will soon. In response to these changes, Harvest will soon start providing monthly service reports that quantify the amount of green waste that we haul and recycle from each client's property. This will translate to specific numbers that can be used to show reductions in landfill dumping, reductions in associated fuel costs and the relative carbon savings and/or carbon credits associated with our greenwaste recycling programs for each client.

Harvest



Participates in CACM Conference

More than 1,200 industry professionals took part in the California Association of Community Managers' 20th Annual Statewide Expo & conference held recently at the Disneyland Hotel. The event featured two days of informative presentations, workshops and other educational programming. "Explore the Future" was the title of the conference, a mission we at Harvest share with those in the industry. Fun was another aspect of the event, one we were equally pleased to be a part of.

our needs for the future. One example is Smartscape: our award-winning program, which integrates some age-old practices with innovative new technologies, biological science and economics to produce a sustainable landscape model that is cost-efficient and beautiful, too. This is no longer a "Mow, Blow and Go" industry. It's our goal at Harvest to not only respect the past, but also to lead by example.

Steven Schinhofen is President and CEO of Harvest Landscape Enterprises, Inc.

Thanks to CACM for giving us all the chance to catch up with old friends and associates and to establish new relationships as well. See you next time!

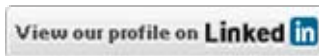


It's a Boy... and a Girl!

Congratulations to Harvest employee Cinthya Quintanilla and her loved ones, who recently welcomed twins into their family. Evan Antonio and Eva Victoria were born July 28 in great health: Evan at 5 pounds 10 ounces, and Eva at 5 pounds 4 ounces. The family thanks everyone for their prayers and support for these beautiful little bundles of joy. We look forward to watching them grow in our own little Harvest family.

Lawn Care: Time to Dethatch, Reseed

Mother Nature is preparing to enter a new season, and with that comes a few practical tips to keeping your lawn lush and green. The vibrant growth that took place the past few months has prompted the accumulation of dead stems, roots and rhizomes that create a barrier called "thatch" between the living grass and the rich soil it needs to thrive. Dethatching allows water, air and nutrients to penetrate the soil and encourages new root growth necessary for a healthy lawn. It also discourages fungal growth and insects that live in the thatch. Once the dethatching is done, reseed with cool season grasses such as fescue and perennial rye and your lawn will be ready for the seasons ahead.



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