

RLC NEWS

Happy New Year!

On behalf of everyone at Roark Landscaping Corporation we wish all of you a safe and prosperous New Year.

We look forward to continuing to provide you with outstanding landscaping services in the coming year.

Please let us know if we can be of assistance.

Turf & Ornamental by Doug Cook

Now is the time to start thinking about treating your trees for borers. Borers are insects that lay eggs in cracks of the tree's bark. Borers are easy to detect. They leave exit holes in random patterns on the tree bark. Often times there will be small piles of sawdust under the hole where they left the tree. Many borers only produce one generation a year, while others produce more. When the eggs hatch, the borers enter the tree by chewing through the bark and then tunneling inside the tree. They will nest there until time to emerge in the spring. While most borers



will not kill a tree, (unless heavily infested) they can cause extensive damage to the tree reducing its vigor and making it more susceptible to other diseases. Pines, elms, pecans and

other fruiting trees are especially susceptible to borers.



It is a good idea to treat the trees late in the winter with a systemic insecticide that will stop the borers before they cause extensive damage to the tree. The insecticide is injected into the soil with fertilizer and drawn up by the root system of the tree. The insecticide will kill the borer larvae inside of the tree and stop them from tunneling any further. It is important to treat the trees before the spring to ensure that the insecticide has time to be taken in the tree by the root system.



Call today to schedule your treatment.

We are still collecting information for auto-debit and credit card payments. If you are interested in either of these convenient payment options, please contact Cheryl at 294-3322 or e-mail to: cheryl@rlctulsa.com so that we can send you the appropriate forms and let us help you get started simplifying your life today!

January 2009

Roark
LANDSCAPING
corporation

OUR MISSION

It is the mission and continuous goal of Roark Landscaping Corporation to provide the customer with efficient, prompt, courteous, and complete landscape service while striving to fulfill the needs of each employee of the company. In turn, this will keep prices competitive, lower operating costs, create a grateful clientele, and thus lead to referrals and company growth.



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New Year—New Procedures by Terri Veal

As each year comes to a close, we take a critical look at our company & office procedures & seek to find areas that need improvement. The winter months are usually then spent reorganizing & trying to implement those improvements. Two years ago we began using a new software program that specializes in scheduling lawn maintenance & landscaping services. We began using it initially to schedule the many services included in our lawn maintenance programs. Each Roark maintenance customer has their own maintenance package customized to meet their specific needs & this program allows us to schedule & track those services to make sure they are completed as specified in their contract. Last year we began using the software to schedule & track weed control & fertilization applications within our turf & plant healthcare packages, and make sure they were completed within their scheduled time frame & no applications were missed.

This year we will begin using the program for invoicing.

You may have noticed some changes in our billing procedure already. We are now sending out invoices at the beginning of each month for that month's services. If you're participating in our auto-debit program, your payment will be processed on (or about) the 15th for the current month. Any account over 30 days past due will be assessed a 1.75% finance charge. If you are an annual maintenance customer, this month's invoice will reflect the annual increase as stated in your contract.

The new system will make the invoicing process much more efficient, thus allowing Alan & myself more time to be spent doing landscape design & sales. It will also minimize delayed billings that have sometimes occurred in the past. Please bear with us as we make this transition over the next few weeks. If you should notice any discrepancies in your invoices, please advise us as soon as possible so that we may correct the problem in a timely manner. We welcome your input & greatly appreciate your patience and understanding.

Maintenance by Brian Schmittlein

I hope everyone had a joyful holiday season and wish everyone a safe and happy new year. Although the book has closed on the year 2008, we are currently reviewing the past year and looking for areas of improvement within the maintenance department. Each year, within the company, the areas of organization, crews experience, management experience, safety awareness, and quality of work improves. In spite of this, we take a step back this time of year and figure out ways we can continue to build in not only these areas but also all areas to provide the best possible service. For the year 2009, there will be changes made in the structure of the crews. Currently, the crew leaders and their crews are well rounded and can do a wide variety of jobs. Starting during the month of March, crews will be assigned to the type properties that they excel at maintaining. Although this means that some will have a different crew providing their service, that crew will be set up to handle your property better in knowledge, experience, and equipment. Also, we are in the process of changing our shop so we can support our crews better with repairs and maintenance on the vehicles and equipment.

The first week of January starts the winter service and winter bed maintenance. During the next 2 months, we are trimming back crepe myrtles, perennials, trimming back certain plants (none of which that have spring flowers), liriopse, and fountain grasses. Bed maintenance then starts the week of March 9 for most properties in which we go through and do a final cleanup so that everything is ready for the spring warm up (although we have already enjoyed some springtime weather in the middle of winter). The week of March 23 starts the mowing season for all properties. Bed maintenance and the mowing service will continue through the week of October 26th. The 6 and 9 month contract customers mowing continues through the week of September 21st and starts the per occurrence mowings the week of September 28th through the end of October. Leaf removal for customers with this service will start approximately November 2nd and continue through the week of December 28th. This is the general schedule for 2009 and as always if you have any questions just let us know.

We are proud to offer e-mail invoicing to reduce paper waste. If you are interested in joining our environmentally friendly efforts, simply send us an e-mail indicating your preferences to cheryl@rlctulsa.com