



2003

Greetings from Joe



Wow! Joe Soccodato here again, with my summertime hello to all! This spring has been one of the busiest and wettest I can recall. We've been busy beautifying our clients' outdoor living. At JVS we've continued our commitment to excellence, and I'm proud to say that we won our second National Safety Award for no lost time out in the field. I'm also very proud that we were featured in Landscape Management, a national magazine. I was interviewed and provided our policies on solutions for a growing industry.

We also have a new addition to our office staff. Our new director of first impressions is Linda Rochetti, so if you have any questions, she'll be here to help answer them.

Helping your property look great is what we do, but making sure you're satisfied is what keeps us going. We've learned that when we focus on complete customer satisfaction, all the rest falls in line.

We're here for you - to follow up on work we've done for you, to answer questions, or to discuss further improvements to your outdoor living.

We count on the good name we've built with our clients to get new business. If you have a friend, neighbor or co-worker in need of landscape services, we'd appreciate you recommending us. We'd like to meet them and work with them to beautify their landscapes, too.

Of course, it's always a great pleasure to hear from our current clients about a new project. Just because summer is here doesn't mean we still can't plan the right landscape for you. Please call us anytime. We'd love to hear from you.

Thank you for your business!

Joe! Joe Soccodato Founder and President

You may already know that a well-planned landscape can increase the overall value of your home. But did you know that your landscape plantings can help to cut down on your monthly bills as well?

Planting the right trees in the right places can result in significant savings by lowering your cooling and heating costs over time.

Lowering your cooling bills

Most deciduous, broadleaf trees are able to absorb heat while giving off cooler air. This process is known as transpiration. When deciduous shade trees are planted on the south side of your home, they can help to reduce indoor air temperatures and decrease your summer air conditioner use. In fact, research from the International Society of Arboriculture shows that the net cooling effect of one young, healthy tree is equivalent to 10 room-sized air conditioners operating for 20 hours per day.

Lowering your heating bills

Evergreens such as white pines or Norway and Colorado blue spruce can cut down on your

is your landscape planted Efficiently?

STRATEGIC PLANTINGS CAN SAVE YOU MONEY DURING SUMMER AND WINTER

winter heating bills when planted on the north side of your home. By forming a winter wind barrier, they can reduce wind penetration up to 50%. This could result in a 20% to 40% reduction in heating fuel use during the colder months.

Lowering your water bills

To cut down on your water usage during the summer months, you may want to consider xeriscaping on your property. This distinct style of landscaping incorporates a variety of basic principles designed to cut down on water usage, such as utilizing plants that can go for long periods of time without water. With the right planning, your landscape can increase the value of your home while decreasing the amount of money you have to spend maintaining it.



