



Summer 2011

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Joe's Corner

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All Pro Dad [allprodad@familyfirst.net]

Anyone who is a parent should visit the above website. Even though it states "All Pro Dad," it has very valuable information for moms and dads alike when it comes to raising children of all ages. The site was sent to me from Mark (Slim) Almeda and I have forwarded it to everyone I know. There are wonderful pearls of wisdom, there are simple ideas that make sense, and there is support and encouragement from other parents that truly understand that parenting is a full time, challenging, sometimes unglamorous job, but the most rewarding, selfless thing a person can do.

The site is simple, to the point, and full of daily lessons. As a father in the early stages of my journey I have already felt some of the pressures of parenting. I welcome any sound advice that is available, especially from an organization that understands we as parents hold our children's future in our hands. One thing for sure is I have a deepened level of respect for my parents as they have raised five boys to be productive, contributing members of society, all on a blue collar salary. Although the temptations and troubles that confront our children of today are far more prevalent with the introduction of designer and prescription drugs and the accessibility of the internet, what allows our children to be successful as adults still stems from a strong foundation found at home.

As many of you know I am a Firefighter with Hillsborough County Fire Rescue. Many of the calls that I respond to involving the youth of today is both alarming and disturbing. The drugs and alcohol that many of these kids are consuming just breaks my heart. It makes me think that maybe, just maybe, with a little tough parenting these children wouldn't be where they are. As a parent we cannot control every situation that our children will be faced with, however, with support, love and guidance we can influence many of the choices they make. Often times parents are faced with very tough decisions and although our children may not understand and may think we are mean and controlling their lives, we might be in fact saving their lives in the long run. I am sure there have been times that we all have disagreed with our parents and thought they were ruining all our fun, but as we look

back now, maybe mom and dad really did know best! Because many of the decisions I know I will have to make as a father may not be easy, I am thankful to know that I have a great resource with the "All Pro Dad" web site for guidance in my parenting journey. The interactive tool is helpful to bounce ideas off of other parents and there are several valuable links that are listed that might help meet a need that you might have. It is just nice to know it is available as you never know what challenges life holds as a parent!

As I am writing this article I will be leaving for our annual family vacation. This is a tradition that we started years ago and our children look forward to it anxiously every year. We relax, ground ourselves and spend some real quality time as a family. Let's not forget why we work so hard through the year; it is not to pacify our children by buying them something they want, but rather to get to know them, to play games with them, to let them know how very much they are loved and how important they are. I hope my children will always remember the memories we are creating because they truly last a lifetime.

Please feel free to forward the website to anyone who you think could benefit from some sound parenting/family advice. One last thing, THANKS MOM AND DAD.



Greetings from the Chiellini family!

Ameriscape Services is proud to be associated with these fine organizations:



Training Update



As I mentioned in our previous newsletter, our company participated in the 2nd annual Landscape Challenge on March 17th. The event was put on by Florida Nursery Growers and Landscape Association and Southwest Florida Water Management District. Unfortunately three out of our four team members were unable to attend. I went to represent our company because we were one of their sponsors but I did not expect to compete because of the lack of team members. To my surprise there were three other individuals there that were not on a team so we formed our own team called the Rag Tag Team.

We competed against three other teams, The City of Brooksville, Hernando County and Luke Brothers. They were tough competition but at the end of the event the winners of the title of 'Ruling Water Champions' was the Rag Tag Team! It was a great event and I had a lot of fun. Next March I will return to defend the title.

You may have heard on the news recently, Hillsborough County is voting on an ordinance to ban fertilization during the summer months. The ordinance was passed to ban fertilization effective next summer 2012. As I am writing this article Hillsborough County is looking at an emergency meeting to vote to move the date of the ban effective summer 2011. They will be joining the ranks of Pinellas County, Manatee County and Sarasota County.

In our previous newsletter I also talked about the Best Management Practices training program required by Pinellas County. In an effort to continue to get landscape company employees through the training program and become certified through the busy summer season, Pinellas County and the Pinellas County Cooperative Extension Service has approved training to take place by individual landscape companies. A representative of a landscape company that is BMP Certified must attend a training seminar at the extension service office. Upon completion of the training seminar that representative is solely responsible for training others within their company that will be doing business in Pinellas County. After completing their in house training these individuals will be required to take an on-line test provided by the extension service. Their tests will be graded by the extension service and the individuals will receive their certifications and the decals that must be displayed on their work vehicles. At Ameriscape Services I will be the designated trainer and I will be attending the training seminar June 14th.

So, even through our busy summer schedule we will be aggressively making sure we are in compliance with Pinellas County's BMP requirements.

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Featured photo,
Casa Bella

Irrigation Notes

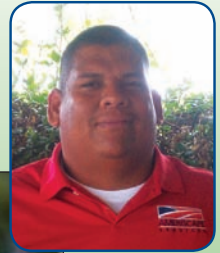
Summer time is here and we are still not getting any rain fall. So here are a few pointers on how to get the most water on your turf and or shrub areas.

1. Water your yard *in the morning* and soak the ground thoroughly so that it penetrates into turf at least 2".
2. Irrigation to trees, shrubs, and ground covers with drip and or micro irrigation are always beneficial because of the slow rate of coverage.
3. Irrigation checks with a visual inspection are always valuable to your landscaping in more ways than one. It will allow you to make sure that you are getting maximum coverage to all of your turf and/or shrub areas. It will also make sure that your system is operating at 100 % coverage with no sub-line breaks in your system.
4. Make sure that you are not over watering your turf, shrubs or sod that can create damaging fungus.

These are a few areas that you will be able to notice issues or have an impact on your landscaping throughout these hot summer days.

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WHAT WE ARE ABOUT!

I know that everyone is tired of hearing how bad the economy is, or gas prices are out of control, but that is the world we live in today. We at *Americape Services* have always said "We will not participate in the recession!" The fact is, cutbacks and efficiencies are inevitable, and they are a must for any company to survive in today's society. *Americape Services* has made many changes to be more efficient while still being competitive on price. Here are a couple of changes that have made this happen; we adjusted our drive routes to the properties and converted our crews to a four day work week to reduce fuel usage.

One area that we are not willing to change is the quality of our work. There is no doubt we have to do more with less, but quality can never be

jeopardized. We constantly drive our team members to provide the best quality possible. Ultimately, we want to be known for our outstanding customer service and quality of work. As a matter of fact, these two standards are so important to us at *Americape*; that we have made them part of our Mission and Vision Statement.

With that being said let me leave you with this... The Mission of *Americape Services* is to create landscape management partnerships through unsurpassed CUSTOMER SERVICE and QUALITY.

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Summer Enhancements

The usual summer drought that we normally start with is upon us. To conserve soil moisture mow turf areas on high settings and do minor cutbacks or routine trimming to shrubs. This will help the plants to use less water to help it recuperate from being mowed or cutback. These two practices will help conserve soil moisture.

Flowering shrubs and annuals will benefit from foliar applications of a bloom booster to keep bloom production up and growth down. Mulching will also greatly help maintain soil moisture. Mulch at a depth of 2 to 3 inches but do not over mulch and create a layer that when the rain patterns do set in that the mulch cannot dry out and cause a

fungus to grow in the mulch. Mulch is a personal preference but keep in mind that pine bark is the first one to float in areas that water rises and moves.

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