

## General Manager's Message

By Tom Shotzbarger

"Plan your work and work your plan." Can anyone help me identify the author of that little bit of wisdom? Although I do not know who wrote it, I firmly believe in it. I only wish I could say that I always followed this sage advice.

During July, the Executive Committee of Tomlinson Bomberger Lawn Care & Landscape met to discuss our strategic plan for the business. We believe that establishing a clear Mission Statement and developing a written plan for the future will serve to strengthen our relationships with co-workers and clients. Co-workers instead of employees—we desire partners in our success. Clients instead of customers—we strive to satisfy your needs, obtain your trust and work for you year after year. When we improve our messages and accomplish clear communications with co-workers and clients, we will become even more successful.

The basic questions we are exploring relate to identity: Who are we? What do we offer? Whom do we serve? What must we do to meet and exceed the expectations of our clients? What are our critical success factors? What are our improvement opportunities, and what can we realistically accomplish? Rather than answering these questions only amongst the members of the Executive Committee, we are eliciting the help of co-workers and clients. If anyone has input, I would welcome your calls and the opportunity to discuss your ideas.

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## Native Shrubs to Consider for Your Landscape

By Don Becker

The first is Sweet Pepperbush or Summersweet, *Clethra alnifolia*. This shrub comes in two varieties: 'Hummingbird' is a fragrant white flowering dwarf variety with full size



*Clethra alnifolia*  
'Ruby Spice'

flowers and 'Ruby Spice', the pink flowering taller variety. 'Hummingbird' attains a height of 3 feet and is compact, where as 'Ruby Spice' reaches 6'-8' tall. Both varieties bloom in late June through July and are deciduous. Fall color is yellow.

*Clethra* has no serious pest or disease problems and are deer resistant. Both varieties will grow best in full sun to part shade and prefer a moist site, but will tolerate dry conditions.

The second native shrub is *Virginia Sweetspire* or *Itea virginica*. This shrub has fragrant long white flowers that bloom in late June with striking red-purple foliage in the Fall that lasts into Winter. This deciduous shrub has a weeping habit and can grow to 6 feet tall, but can easily be maintained at 4 feet. 'Henry's Garnet' is the variety of choice. For a dwarf form, try 'Little Henry' which can be maintained at 3 feet and is a great variety for a small space. *Itea* is a tough plant and adaptable to grow in full sun to part shade.

Both of these shrubs have been given the Gold Medal Plant Award designation by the Pennsylvania Horticultural Society for their exceptional merit in the landscape.



*Itea virginica*  
'Little Henry'

# NEWS You Can Use

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## Benefits of Lawn Renovation

By Bob Kandravich

Fall is the best time of year to consider lawn renovation. Seeding in the fall allows young plants to get started and then mature the following spring. Grass planted now is much more likely to endure next season.

to the correct grass type can solve many problems.

Poor soil conditions may also create ongoing problems. Lawn renovation provides the opportunity to add better soil. This promotes

deeper grass root systems and a healthier plant.

Some lawns build excessive thatch over time. The thatch build-up enhances stress, disease



There are several reasons to consider renovating your lawn: Over time, many lawns are invaded by undesirable grass types and difficult-to-control weeds. Starting over creates a more consistent base that is easier to manage and resists weed invasion.

After a dry Summer, parts of lawns may die or thin out. This often occurs because the grass type doesn't match the specific environment. Changing

& insect problems. During a renovation procedure, thatch can be removed, improving the environment for healthy grass establishment.

In summary, renovation is often the best way to solve persistent lawn problems. Please consult one of our turfgrass professionals to maximize the investment you make and help ensure satisfying results.

## Tree Care Services Continue to Grow

We continue to add personnel and equipment to help you maintain and improve the health and appearance of your trees and shrubs. Although we have a strong preference to maintain your trees through proper pruning, selective treatments and needed applications, we are also able to handle removal of unsafe and undesirable trees.

Another Certified Arborist, Dave Ryan, has joined our ranks and will participate in many of your tree care services. An experienced tree climber, Dave joins another experienced climber, Ron Lewis, to add depth to the services we offer. We are fully insured to provide all of your tree care needs:

- Pruning, Thinning, Trimming, Shearing & Removal
- Planting, Transplanting & Mulching
- Diagnosis & Treatment for insects, mites and diseases
- Spraying, Specialty Treatments & Fertilizing



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