



Spring 2020

Greetings & Updates From At Least 6ft. Away

Plenty of Good

Now that we're officially into Spring, it's only fitting to send out our April newsletter, which we hope you receive in good health. Writing this provided us a sense of normality and routine – something we can all use in our lives at the moment. As a small local business, *Ground Works Land Design*, like many others, is feeling the effects from COVID-19, however there's still plenty of good to share.

Company Updates

In early February we participated in yet another successful *Cleveland Home + Garden Show*. We enjoyed seeing some of you there, but those that missed it can take a 3D tour of our booth [here](#) (it's worth a click!). Also in February, after an overwhelming response to our first *Ground Works Out Drives Alzheimer's Charity Golf Outing*, we were awarded '*Rookie of the Year*' and '*Top Corporate Team*' by the *Alzheimer's Association* (Cleveland Chapter).

Back in the office, we're pleased to announce that we hired our first ever Marketing Director, Joseph Stark (jstark@groundwld.com). Born and raised in Bay Village and an Ohio University Alumni, Joe spent almost 10 years in Chicago's fast-paced media industry, before returning back to Northeast Ohio and joining our team. He volunteered his time last year on the board

of *Ground Works Out Drives Alzheimer's Charity Golf Outing* and has known Tony since Bay Village Kindergarten days. Around the same time our Marketing Director came onboard we celebrated 11 years of business at *Ground Works!*



Featured Service

Speaking of business, we want to thank all of you for your continued support during these trying times. Spring always marks the beginning of our busy season and we're thrilled to learn that so many of you will be renewing your *Full Service Landscape Maintenance Program*. The customizable offering is something we've worked very hard at and includes (but not limited to): weekly lawn and bed maintenance, Spring cleanup, mid-season pruning and Fall cleanup. Of course updates like mulch instillation, fertilization and snow removal can be added to the program as well. This seasonal contract is broken down to fixed monthly payments and we're actively accepting new customers. We'd love the opportunity to show you what makes us Northeast Ohio's premier landscape & design company. Reach out to Dave for more details: dave@groundwld.com.

Safety First

Last week we announced on our social media channels, and webpage, that we ceased all on-site operations until after April 6. This was a responsible decision we made in an effort to protect the health of our community. In that time we've received a number of inquiries related to overgrown grass, the start of *Full Service Landscape Maintenance*, large project launch dates, etc. Please know that we're monitoring each individual assignment and in the coming weeks we'll begin to send out a limited amount of workers to commence service. When doing so we'll participate in industry best practices outlined by governing officials. We'll get verbal/written approval to work from clients, obey distancing regulations, utilize only one on-site worker, always stay outside and limit the amount of persons in company vehicles. We'll also take the temperature of every employee before each day of work and follow the *Wage and Hour Division of the U.S. Department of Labor* 'Qualifying Reasons For Leave.' We remind everyone that the *Ohio Department of Health* outlined the following:

"The lawn care, turfgrass maintenance and landscape industry professionals are protectors of public health performing essential treatments and mowing to lawns and green spaces to reduce the transmission of dangerous and deadly diseases through pests like mosquitoes, ticks, fleas and rodents. Also, healthy turfgrass means a healthy environment. Studies revealed that healthy turf filters pollutants from rainfall that prevents them from running off into drinking water sources."



Final Remarks

If you're still reading this, thank you. Please have a safe Spring and let us know if there's anything we can do to help. Give us a follow on our updated Instagram account below. We'll be in touch with another newsletter in July!
