



# *Summer 2020*

*The New Normal Newsletter*

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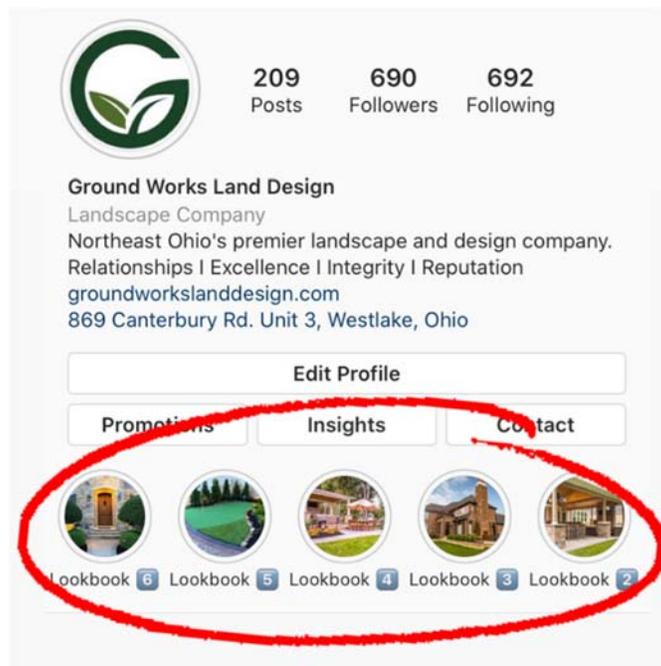
## ***Positive Change***

It's July, we're three days away from Independence Day and most surrounding communities aren't hosting a firework display this year. As our headline reads, this is one example of "the new normal" we're all experiencing. Our Spring Newsletter was released three months ago and as a company we tried our best to announce a tapered rollout of services, while participating in safety-first best practices. Since reopening on April 6<sup>th</sup>, we've been busier than ever and we're grateful for your continued support. While there are frustrations that come with small business operations in these new circumstances, we feel fortunate to be out in our community creating dramatic outdoor living environments for our clients. Enjoy the read and we hope that you find some fireworks on the 4<sup>th</sup>!

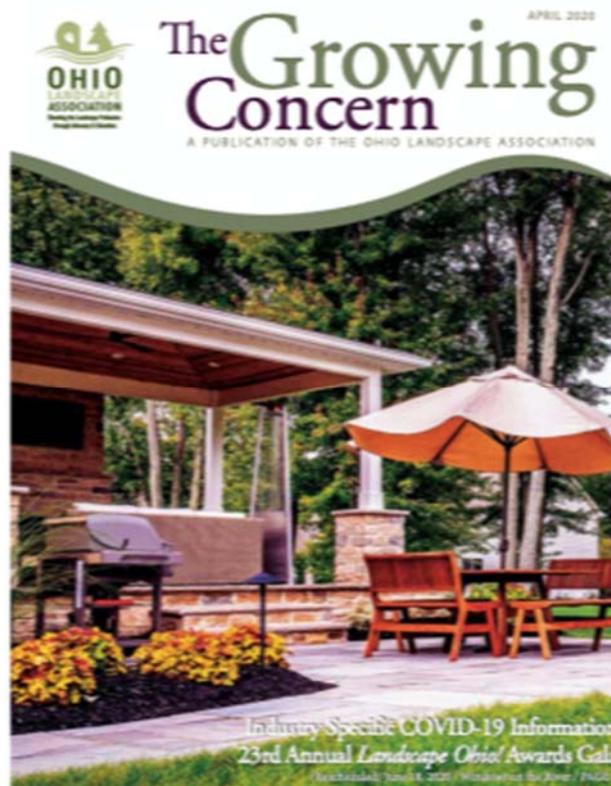
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# Company Updates

Rivaling our nonstop fieldwork, we've been staying very busy on backend communication processing and general rebranding. In the social media world, we've enhanced our [Instagram page](#) and added "highlights" to our profile (which we've named *Company Lookbooks*). These *Lookbooks* are compilations of past projects, both commercial and residential. In an effort to stay connected with everyone, no matter your social media preference, *Ground Works* has also recently created [Houzz](#) and [TikTok](#) accounts. We'd like to think all of our social media platforms are visually pleasing, fun and exemplify our creative company identity. Give us a follow!



We're actively giving our website a facelift, and in addition to updating all new photography, we're adding new user elements that we think you'll enjoy. A tab titled *Our News* will provide company updates and past newsletters (like this one), followed by a *Press* section, another homepage add-on that will keep our customers in the know. Speaking of, in April and May *Ground Works Land Design* was featured on the cover of *Ohio Landscaping Association Magazine* (we we're on pg. 4 as well, but who's counting?). Our president & founder was interviewed live on *Rocky River Chamber of Commerce "Chamber Chat"* about company growth and culture, and we also received national recognition during a *Barstool Sports* livestream.



*Ohio Landscaping Association Magazine; April 2020*

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# On The Road

If you've seen us around town lately you might have noticed our new fleet of company vehicles. A big thanks to *Kunes County Commercial Truck Center* and *Mike Bass Ford*! We're ready to tackle all four seasons in style.



## ***Featured Service***

We're seeing an increase in requests for pavers and stamped concrete design services. Did you know our team can help you design stamped layouts, create unique patterns and even discover new colorways that result in a one-of-a-kind concrete finish? Keep your costs down and still achieve that extraordinary driveway, walkway and stamped patio of your dreams. Like everything we do at *Ground Works*, all of our concrete projects are entirely custom to meet your specific needs.



*Don't let your eyes fool you... this is actually concrete not hardwood; an example of one of the many different stamped patterns you can achieve with concrete.*

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## ***No Golf?***

Unfortunately the annual *Ground Works Out Drives Alzheimer's Golf Outing* has been cancelled this year due to COVID. The outing is backed by a volunteer committee assembled by *Ground Works* president, Tony Nasrallah. The mission is simple: help raise funds and awareness for the *Alzheimer's Association*. Tony's family is directly affected by the disease as his mother was diagnosed with Alzheimer's in 2012.

In lieu of the golf outing, our committee has organized an online charity auction, *Ground Works Auction For Alzheimer's*. All proceeds will go directly to the *Alzheimer's Association's Cleveland Area Chapter*. Bidding is open, please click on the link below for a chance to win a premium whiskey package, golf at *Valley of the Eagles (Nicklaus Design* golf course) and more. We'll be updating the auction items daily, so check back between now and July 22nd, auction close date.

[CLICK HERE](#)



*Photo by: Owen Zubek*

*With all of this golf talk we figured we would show off a recent photo taken at Avon Oaks Country Club. Patio and fire pit designed and installed by Ground Works.*

If you're really itching to hit the links, here are two golf outings that are still taking place this year. We're proud sponsors, and if you attend, we'll likely even see you there...

*30th Annual Golf Outing for the Rocky River Chamber on **Monday, August 24th**. The outing hosts breakfast, lunch, 19th Hole Reception and a lot of laughs! Enjoy a day on the greens, drinks and more - including a huge raffle at the reception. [Click here for more details](#)*

*Cocky's First Annual Charity Golf Outing on **Saturday, August 1st**. Nothin' like 18 holes of golf, all you can drink beer, Cocky's Bagel Sammies, Moody's delicious catering and more. Cocky's will partner up with *Team Cribbs* to raise money for their foundation which helps give back to the community of Cleveland. [Click here for more details](#)*

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## ***Final Remarks***

That's a wrap! We appreciate the five minutes of screen time and hope that these newsletters bring amusement to your workday. You're receiving this quarterly mailer as an opt-in subscriber and can unsubscribe at any time. If you're happy with Ground Works and like what you're reading, let us know on Google Reviews.

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