



New Year New Look



You often hear the term 'New Year New You' as the holiday season comes to an end and the month of January begins. While we continue to offer the same premium services, we have a new look at *Ground Works Land Design*. Most apparent, this quarterly newsletter that you're reading has received a refresh (thanks to our friends at *Flodesk*)...

Throughout 2020 we also made an effort to update our website, social channels and overall branding, which includes employee workwear – our Ground Works swag. Maintaining a clean and current image is important to us, and helps uphold our four company values: Relationships, Excellence, Integrity and Reputation.

Lawn & Landscape Cover Story



Press

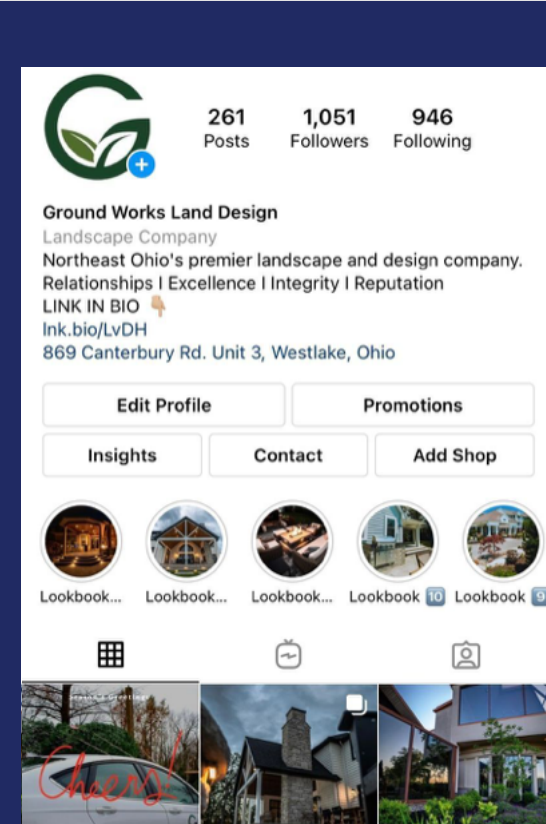
That's not photoshop, our new look landed us on the cover of the national publication, *Lawn & Landscape Magazine*. The feature story, 'Dress For Success' investigates the way people view a business based on employee uniforms.

A Picture Is Worth A Thousand Words



1,000

They say a picture is worth a thousand words, therefore, we try our best to provide you with an around-the-clock look into the world of Ground Works. In addition to our Facebook, Instagram, Houzz and LinkedIn accounts, we recently relaunched our YouTube channel. We also hosted three more professional photoshoots, of projects we wrapped in 2020, and they're now available to view on our popular Instagram Lookbooks.

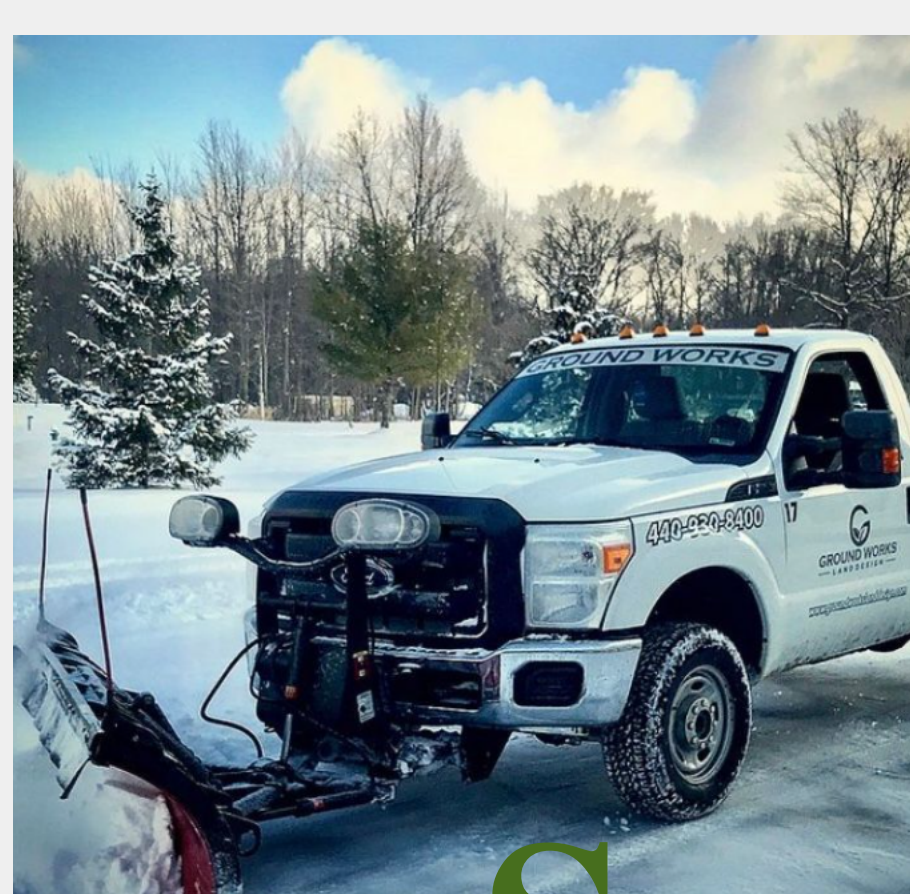


Speaking of Instagram, check out the new LINK IN BIO on our profile page to stay up to date and connected with us.

[CLICK HERE](#)



Let It Snow



Snow

If you were dreaming of a White Christmas, you certainly got one. In addition to the heavy snowfall in early December, our rockstar team worked 38 hours straight, over Christmas Eve and Christmas Day, in response to 15+ inches of powder.

While we're at contract capacity this year, a reminder to all that we offer 24/7 residential and commercial snow removal services. Whenever the snow accumulates over two inches, we're on call and ready to plow. All of our trucks are equipped with GPS tracking and cameras to ensure that your driveway, sidewalk and/or parking lot gets cleared.

The Future Is Bright

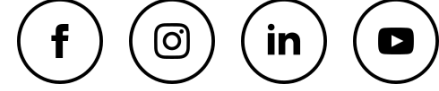


Bright

The new year always brings new opportunity and adventure. We're proud to share that we're adding three new employees to our growing management team. Over the winter we'll be embarking on a partnership with the Cleveland Metroparks and in the spring we hope to finally break ground on our future company headquarters in Avon.

We thank you for your ongoing support and look forward to embarking on a new year with you. Bring on 2021!

- The Ground Works Team



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