

## Meet the Staff



**David Schwartz**  
**VP/GM of Charleston/  
 Myrtle Beach  
 Regional Office**

**Joined Southland:** 1988  
**From:** Lebanon, PA

**About David:**

David brings over 20 years of industry knowledge to our organization. He joined Southland through the acquisition of "The Good Earth." David oversees the daily operations and sales of both the Charleston office and our Myrtle Beach operations. He is Certified by the SC Department of Pesticide Regulation and ICPI (Interlocking Concrete Paving Institute).



**Steve Farmer**  
**VP/GM of Columbia &  
 Greenville/Spartanburg  
 Regional Offices**



**Joined Southland:** 2002  
**From:** Spartanburg, SC

**About Steve:**

Steve joined the landscaping industry in 2002 as a sales representative for Shurburt Landscape Corporation. In 2005 he was promoted to GM, a title he held until Southland's acquisition of Shurburt in 2006. Upon the completion of this acquisition he was named VP/GM of our Greenville Spartanburg Regional Office. With the acquisition of Twin Rivers Lawncare Steve also became the GM of our Columbia Regional office. He oversees all branch operations for both branches. Steve is certified by the SC Department of Pesticide Regulation and also takes continuing education classes to keep his certifications up to date.



# SOUTHLAND<sup>®</sup>

Landscape Management

**25<sup>TH</sup> ANNIVERSARY**  
 1986-2011

## Hard to believe!

Twenty-five years ago, I was afforded an opportunity to take an early option during a corporate downsizing, and leave my career of Twenty-one years. My employer at the time was Kodak Processing Lab which was a division of Eastman Kodak Company.

Based on today's technology in regards to taking photos, you can see that this was a great career move for me and my family. None of the ten photofinishing labs Kodak had back in the 80's exist today. Furthermore, with the digital revolution on the horizon, the timing for going full-time into a family business of our own could not have been better!

Over this twenty-five year period our company has gone through many changes. We originally started out as a Commercial Cleaning Company and over the last eight years have evolved into a Full Service Landscape Management Company. (<http://www.southlandusa.com/history.php>). At one time we operated in seven states and had over twelve hundred employees providing both cleaning and landscaping services.

Today we are proud to operate exclusively in the State of SC. We have full service offices in Charleston, Columbia, Spartanburg and a satellite office in Myrtle Beach. Our success can only be attributed to the dedication and commitment of our staff and workforce over the last twenty-five years. We are proud of them and their contributions and accomplishments!



Don Pottieger, Sr., CBSE  
 President  
 Southland Landscape Corporation

# Transitioning your Lawn from Spring to Summer

Article from: HGTV.com

The transition from spring to summer, whether gradual or abrupt, is a time to focus on certain changes in your landscape. Nowhere are those changes more apparent than in the lawn.

As the temperature warms, warm-season grasses such as Bermuda, Zoysia, St. Augustine, and centipede grasses really take off. For the most part, that's a good thing. But those grasses can also be a problem when they spread to nearby garden beds. You can keep them in check by trimming runners frequently, or create borders to keep grass out permanently.

Cool-season grasses such as fescue often thin out considerably as the temperature rises. There's really not much you can do about this until fall, when cooler temperatures will help fescue bounce back and reseeding can begin.

It's important to monitor the amount of water your turf grasses receive in the summer, especially since rainfall is less plentiful in most places. You should water once or maybe twice a week and soak deeply each time you water, letting the water run 30 minutes to an hour. If runoff is a problem while you're watering, cycle the water on and off during the hour.

Unless you live in a dry, arid region, the best time to water

is early in the morning. This minimizes the threat of fungal diseases that can attack your turf if it remains wet overnight, especially in humid areas.

The most common treatment for crabgrass involves the use of both pre- and post-emergent herbicides. These applications must be carefully timed, and the majority of herbicides contain chemicals that pose serious health hazards to humans and the environment. Instead, Paul suggests raising the cutting height of your mower one inch. Doing that can dramatically reduce crabgrass in the lawn because the taller grass shades the weeds, and they won't grow as well. In a study conducted at the University of Maryland, crabgrass and broad-leaved weeds made up 53 percent of a plot of turf that was mowed at 1.5 inches; in a plot mowed at 2.5 inches, the weed population was only 8 percent!

And don't forget about your water garden. When the air temperature rises, so does the water temperature in ponds. This can lead to changes in water quality and the development of algae.

## Happy Birthday

Feliz Cumpleaños

David Paschal 1/1 - Columbia, SC  
Casear Valdez 1/5 - Spartanburg, SC  
Don Pottieger Sr. 1/6 - Charleston, SC  
Fidencio Cano 1/13 - Spartanburg, SC  
Carlos Toro 1/15 - Columbia, SC  
Joel Martinez 1/26 - Spartanburg, SC  
Earl Reed 1/30 - Charleston, SC  
David LaBatte 1/31 - Charleston, SC  
Juan Garcia 2/3 - Spartanburg, SC  
Jose Lopez-Martinez 2/4 - Spartanburg, SC  
Baltazar Contreras 2/6 - Columbia, SC  
Ruben Gonzalez 2/9 - Spartanburg, SC  
Simon Zuniga 2/20 - Spartanburg, SC  
Exabieer Trejo 2/24 - Spartanburg, SC  
Juan Reynoso 3/9 - Spartanburg, SC  
Ramiro Estudillo 3/10 - Charleston, SC  
Zachary Rakes 3/15 - Columbia, SC  
Cutberto Gonzalez 3/20 - Spartanburg, SC  
Norma O'Rourke 3/24 - Spartanburg, SC

## Thanks for Your Loyal Service

The employees listed below are celebrating their anniversaries with Southland in January/February/March.

Salomon Baxcajay - 5 Years - Spartanburg, SC  
Fidencio Cano - 3 Years - Spartanburg, SC  
Betty Forrester - 6 Years - Spartanburg, SC  
Jason Gordon - 3 Years - Columbia, SC  
Scott Hazleton - 1 Year - Charleston, SC  
Jeronimo Hernandez - 7 Years - Spartanburg, SC  
Rogelio Hernandez - 3 Years - Spartanburg, SC  
David LaBatte - 3 Years - Charleston, SC  
Steven Leard - 5 Years - Charleston, SC  
Antonio Ocampo - 2 Years - Spartanburg, SC  
Earl Reed - 3 Years - Charleston, SC  
Josh Reeves - 3 Years - Spartanburg, SC  
Andres Sanchez - 3 Years - Spartanburg, SC  
Armando Trejo - 3 Years - Spartanburg, SC  
Alejandro Trejo - 3 Years - Spartanburg, SC  
Simon Zuniga - 1 Year - Spartanburg, SC

## Spartanburg office welcomes new staff members

Steve Farmer, Vice President and General Manager of Southland's Columbia and Spartanburg offices would like to welcome the additions of Scott Rollins and Vanessa Rathe to his staff.

Rollins is our new mechanic and he will be responsible for maintaining our fleet of landscape trucks along with the mowers and all other small engine equipment. Prior to joining Southland he worked for one of the Upstate's most prestigious golfing communities at the Cliffs at Glassy.

Rathe will be responsible for generating new business leads in the Greenville/Spartanburg area. She will be working with operations manager Josh Reeves and account manager Noel Lawter as they work together on the business development of Southland in the Upstate of South Carolina.

We welcome you both to the Southland family!

## Landscaping Tips for Spring



### Lawn & Flower Care

- Begin Spring flower installation
- Start regular mowing, edging and pruning maintenance as needed
- Inspect turf and shrubs for disease and treat as needed
- Maintain flowers with fertilization and dead heading as needed
- Freshen up pinestraw and mulch beds with new applications
- Use post-emergent weed control on turf and shrubs as needed

## Updating our fleet of equipment

As part of Southland's pledge to provide our customers with the best service possible we continually update our equipment so that your properties have that fresh crisp look that you desire and deserve.

We recently purchased new TORO zero-turn mowers and also added several new STIHL weedeaters, blowers, edgers and hedgers.

In addition to the TORO mowers we also use John Deere products. All three of these companies provide the best equipment in the industry and help us do our job more efficiently.



## Did you know that Southland accepts credit cards?



Call 866.469.6899 for more information.



Upon any signed contract from your referral, you will receive free annuals based on the contract size.

Call TODAY with all referrals.

**(866) 469-6899**

[sales@southlandusa.com](mailto:sales@southlandusa.com)

## Customer Service

### Branch Support Center

1983 Technology Drive  
Charleston, SC 29492  
Phone: (866) 469-6899  
Fax: (843) 375-0445

#### Service Issues:

landhelp@southlandusa.com

#### Billing Questions:

billing@southlandusa.com

#### President: Don Pottieger

dpottieger@southlandusa.com

#### Chief Financial Officer: David Willis

dwillis@southlandusa.com

#### Vice President: Brian Pottieger

bpottieger@southlandusa.com

#### VP/GM of CHS/MYR: David Schwartz

dschwartz@southlandusa.com

#### VP/GM of GSP: Steve Farmer

sfarmer@southlandusa.com

#### Columbia Regional Office: Steve Farmer

sfarmer@southlandusa.com

## Employee Corner

### Hydration:

The Spring is here and that means it will only get warmer from here on out. Please be sure you drink plenty of water or Gatorade/Powerade throughout the day to properly hydrate yourself!

### Uniforms:

Employees must be in full uniforms at all times. If you have any issues with your uniforms or need things such as safety glasses, hats or gloves please see your supervisor immediately.

### Suggestions:

If you have any suggestions on how to help make the company or your job better please inform your manager of these ideas. We welcome your interest and your ideas.

### Aflac:

If you were recently hired and are interested in purchasing Aflac's supplemental insurance please see the operations administrator at your respective branch.



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