



The Moore You Know

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LANDSCAPES

Enhancing Environments
Since 1948

May Landscape Update

As our city grapples with the effects of business, school and community building closures and the social distancing necessary to slow the spread of coronavirus, we encourage you to practice self-care and immerse yourself in nature. Take time to get outdoors and enjoy the spring weather and blooms. Nature truly is a healing place.

While we had an unusually warm March, cooler temperatures and even snow returned in April, slowing the arrival of what appeared to be an early spring. Crews are currently wrapping up spring cleanups and planting spring flowers. Spot mowing has begun where needed. Weekly mowing operations will begin the first week of May along with application of pre- and post-emergent weed control and turf fertilization. Mulch applications will continue throughout May. Installation of summer flowers will begin mid-month. Irrigation

systems will be turned on to support newly-planted flowers or by the end of May. The entire Moore team looks forward to this time of year and we are thrilled to be nurturing your site into its full spring glory!

May is the perfect time to start planning this year's capital projects. Account Executives will conduct spring walk-throughs on each site to help identify improvements, plant replacements, and enhancements to complete this year. Keep in mind that social distancing standards may require the reconfiguration of outdoor seating and break areas so employees and visitors can safely and comfortably enjoy your site's amenities.

"I go to nature to be soothed and healed, and to have my senses put in tune once more."

- John Burroughs

We look forward to businesses resuming normal activities. In the meantime, all Moore team members are available to connect by call, video, text, or email to discuss your site work and future needs.

Considering All the **FACES** of Your Landscape



Moore developed the FACES* acronym as a helpful lens to make sure you get the most from your landscape and spend your landscape budget wisely. The A in FACES stands for *aesthetics*, and there's no better time than Spring to begin examining your site's aesthetic qualities.

When we evaluate aesthetics, the focus is on maintaining and improving site beauty. A landscape that is aesthetically pleasing and visually exciting will help attract guests, visitors, patients, customers, and employees to enter your building and engage with your property, to spend time in your landscape and building, and to be inspired and rejuvenated by their surroundings.



AESTHETICS

Here are a just a few of the questions we consider when assessing aesthetics:

- Are flowers, blooming plants, and other site elements creating sufficient seasonal beauty and interest?
- Are shrubs, trees, and perennials healthy or are some specimens aging and needing replacement?
- Do key areas meet expectations, or should we explore a redesign?
- Does the landscape complement the architecture of the buildings?
- Should we re-allocate resources from low-visibility areas to focal areas?
- Are there opportunities to utilize the landscape to reinforce key branding or mission/value goals of property owner?
- Are lighting elements appropriately deployed to bring vibrancy, interest, and safety to the site after dark?
- Are hardscapes in good condition without unsightly cracking?



Make sure you get the most possible value out of your landscape investment this season. Ask your Account Executive for a complete aesthetics evaluation today!

**The FACES of your landscape include Function, Aesthetics, Cost, Environment & Sustainability, and Safety*

Plant of the Month

'Limelight' hydrangea is May's featured Plant of the Month. Paul Sheets, Account Executive in Moore's City Commercial Maintenance branch, recommends this vigorous shrub for its multi-season interest.

Its light green cone-shape flowers start to form in May/June and as they age the blooms turn shades of pink, red, and burgundy. 'Limelight' hydrangea is extremely durable, thrives in hot summers, and its blooms extend into Fall, which makes it a beautiful backdrop for both summer annuals and fall mums.

Paul also appreciates this shrub's versatility. With its woody stems, 'Limelight' hydrangea makes an excellent formal hedge. It can also be massed behind formal boxwood hedges, perennials, and annuals, and even used as centerpieces in raised beds and containers. The lime color complements



Paul Sheets
Account Executive



purples and reds and ties the colors together in a mixed border. The dried flowers can be left throughout the winter for seasonal interest. With so many attributes, it is easy to see why 'Limelight' hydrangea is one of our favorite shrubs for Chicago gardens!

Moore Landscapes welcomes CEO Barry Clements

Moore Landscapes is delighted to welcome CEO Barry Clements. Barry will lead the Moore team as it looks to continue its strong growth trajectory by providing distinctive services to Chicagoland's most discriminating property owners and managers; developing strong, client-focused teams of landscape professionals; and further building the right technology and business infrastructure to support its growth.

Andrew Brennan, Chair of Moore Landscapes LLC, says, "Barry has strong leadership skills, deep experience with service businesses and, very importantly, is a great fit for our culture and shares our passion for continuous improvement. Barry gives the Company additional leadership as we continue to innovate, deliver upon our service promise to our existing clients, and grow our business by designing, building, and maintaining great landscapes across greater Chicago."

Barry has over 25 years of leadership and management experience in service businesses, including roles with Cintas, Ambius, and most recently as SVP with Synagro, where he led its \$180M services business unit. Barry began his career in the US Army, where he was a Captain and Army Helicopter Pilot. He holds a BS in Civil Engineering from the United States Military Academy at West Point. When not working, Barry enjoys competing in endurance events and is a four-time Ironman Triathlon finisher.



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MooreLandscapes.com 847.564.9393

1869 Techny Rd, Northbrook, IL | 850 West Pershing Rd, Chicago, IL