

## Meet the Staff



**Pablo Catala**  
Operations Manager

**Years with Southland:** 2007 - Present  
**Location:** Charleston, SC  
**From:** Argentina

### About Pablo:

Pablo came to Southland in April 2007 after working for Pleasant Places Landscaping of Mount Pleasant, SC. While there he was a Field Manager in charge of Cane Bay and the Port Royal golf course among other accounts.

Upon joining Southland, Pablo was named Operations Manager for Construction at the Eastern SC Operations office. In his first year with the company he has been able to bring in many prominent new clients from throughout the Charleston area. Pablo is know throughout the community for his hard work ethic and his attention to detail.

Pablo is certified by the Interlocking Concrete Pavers Institute and has also received certification from John Deere Landscape University.

He attended Juan Manuel Saracho college in Argentina where he majored in horticulture.

In Pablo's spare time you can find him playing music with his band at their studio in Mount Pleasant or playing a gig at various clubs throughout the Charleston area.

## Ashley Cooper joins Southland

Steve Farmer, Vice President and General Manager of Western South Carolina Operations, announced today the hiring of Ashley Cooper as Operations Administrator for Midland Operations.

Serving as Operations Administrator, Cooper will handle payroll, scheduling, human resources and customer service.

Cooper joins Southland after working for Jarrett's Jungle in West Columbia, SC as a floral designer. In addition to her floral background, she worked for Owen Steel Company as a Jr. Buyer.



She has an associate degree in business from Midlands Technical College and is currently completing her bachelor's degree in business administration with a double major in accounting and management from Limestone College.

Ashley resides in Lexington, SC where you can find her hanging out with her fiancée and their two cats. She will be getting married in May and then it's off to Hawaii for their honeymoon.

## Safety First

At Southland we realize the importance of providing a safe environment for not only our employees, but also for our most important asset: OUR CUSTOMERS. For this reason we have worked diligently to keep our staff trained on the most up to date safety training.



Each month our supervisors hold safety meetings and training sessions with PLANET approved videos. These sessions cover topics that range from a complete safety overview to operating a backpack blower or a hedge trimmer. After each safety training session we hold group discussions about the topic and address any questions our staff may have.

In addition to our safety training sessions, Southland has joined the STARS Safe Company Program (Safety Training Achieves Remarkable Success). As members of this program we are part of a community that strives to make the landscaping industry a safe place to work.

With so much attention focused on the safety of our employees on the job sites we can't forget to practice safe driving while en route to the job sites.

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## Southland attends Apartment Association Trade Show

While everyone nationwide spent April 15 filing their taxes, Southland spent the day mingling with local apartment communities at the 2008 Charleston Apartment Association's Trade Show. The event was attended by property managers and maintenance staff's from across the Tri-County area.

The event gave us a chance to introduce ourselves to old and new association members from throughout the Tri-County area. Pablo Catala represented Southland's Eastern South Carolina Operation's office.

Pablo and his staff put together a custom booth with flooring made from brick pavers and a flower bed accented by custom lighting. At the conclusion of the trade show Southland was name "Best in Show" for the local level. Thanks to everyone for helping Southland have a great show.

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Southland created its own Fleet Safety Program in which all company drivers are required to have clean driving records and watch safety videos on Safe Truck and Trailer Operation. This program enables us to allow only the best possible drivers on the open roads and keeps the roads safer for everyone.

Southland pledges to continue providing our staff with the best training possible and to ensure that all of our customers have the safest and most knowledgeable staff working on their properties each week.

**We want your feedback. Visit us online to fill out our Quality Assurance Survey 24 hours a day, 7 days a week, 365 days a year!!!**

## Thanks for Your Loyal Service

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

**Jorge Ruiz - 1 Year - Charleston, SC**  
**Santiago Chino - 2 Years - Charleston, SC**  
**Ramiro Estudillo - 1 Year - Charleston, SC**  
**Cutberto Gonzales - 10 Years - Spartanburg, SC**  
**Ruben Gonzales - 6 Years - Spartanburg, SC**  
**Noel Lawter - 5 Years - Spartanburg, SC**  
**Joel Martinez - 2 Years - Spartanburg, SC**  
**Israel Sanchez - 6 Years - Spartanburg, SC**  
**Ivan Hernandez - 1 Year - Spartanburg, SC**  
**Patrick Graham - 1 Year - Columbia, SC**  
**Esteban Romero - 1 - Year Columbia, SC**  
**Chris Barnes - 1 Year - Charleston, SC**  
**Pablo Catala - 1 Year - Charleston, SC**

## Happy Birthday Feliz Cumpleaños

**Bruce Huneycutt 4/3 - Columbia, SC**  
**Jesus Sanchez 4/10 - Spartanburg, SC**  
**Israel Sanchez 4/10 - Spartanburg, SC**  
**John Frazier 4/22 - Charleston, SC**  
**Steven Leard 4/29 - Charleston, SC**

# Survey Participants win Gift Certificates

Southland would like to thank everyone who participated in the Quality Assurance Questionnaire that was sent out with the March invoices. We received very valuable feedback from everyone that will help both maintain and improve the quality of our service to each and every client.

As a reward for their participation one winner was randomly drawn from each Southland region and was given a \$50.00 Gift Certificate to a restaurant of their choice. The winners are listed below:

**Western South Carolina Operations:** Westgate Mall - Donna Burkett, Spartanburg, SC

**Eastern South Carolina Operations:** Westbury Mews Apartments - Linda Long, Charleston, SC

**Midland Operations:** Jerry Wood, Columbia, SC

Thanks again to everyone who participated in our Quality Assurance Questionnaire. If you didn't participate this time you will have your opportunity in July when we send out the next round of Questionnaires. In the meantime please visit **www.southlandusa.com** and provide us with your feedback, as we have posted the survey online under the "CONTACT US" tab on our home page. We value everyone's feedback and encourage all to participate.



## Landscaping Tips of the Month: April

### Lawn Care

- Make sure you have scheduled to have your spring flowers installed.
- Fully inspect your irrigation system before using it.
- Continue increasing irrigation as temperatures increase.
- Turf, trees and shrubs should now be inspected for insects and disease.
- Begin maintenance mowing, trimming, and edging and continue to use post-emergent weed control on shrub beds and lawns as needed.



## Pablo Catala earns ICPI Certification

Pablo Catala of Southland's Eastern South Carolina Operations has earned his certification with the Interlocking Concrete Pavers Institute.



ICPI was founded in 1993 and is the North American trade association for professionals in the interlocking concrete paving industry. The organization is recognized worldwide as the leader in development and distribution of technical information for design professionals and contractors and has more than 800 members.

Catala's new certification gives him Level 1 Concrete Paver status. He joins David Schwartz, Vice President and General Manager of Eastern SC Operations as Southland's certified members of ICPI.



**Check us out online at [www.southlandusa.com](http://www.southlandusa.com)**

## Customer Service

### Branch Support Center

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**AR Manager:** Cindy Gardner  
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# SAVE for your Future

## 401K

It's time to start looking ahead and planning for your future. Southland's 401K plan is now available to all employees upon completion of 90 days of work and 520 hours of service. Contributions to the plan are on a pre-tax basis and you choose how your money is invested. Sign up today to ensure your financial security for your retirement years. If you are interested in participating, please contact David Willis, toll-free at 1-866-469-6899 ext. 214.



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