

Meet the Staff



David Schwartz

Job: VP/GM of Eastern SC Operations
Years with Southland: 2003 - Present
Location: Eastern SC Operations
From: Lebanon, PA

About David:

David attended Bob Jones University in Greenville, SC where he majored in Business Management before he started his career in the horticulture industry. After college he started his own company in 1982 called Southeastern Services and ran it until 1986 at which time he took a job in Charleston as the Director of Landscaping for the Elms of Charleston. In 1988 David joined The Good Earth Landscape Company as the Director of Operations where he worked until Southland acquired TGE. He later became the VP/GM of Eastern SC Operations for Southland. Since then he has seen the company expand to three branches (Charleston, Columbia and Spartanburg) and helped Southland become a leader in the Tri-County area (Berkeley, Charleston and Dorchester Counties).

Dedicated to the industry, David keeps up to date in the newest trends by taking Dale Carnegie courses, CRESTCOM courses and most recently he took the Certified Landscape Professional (CLP) test at the 2007 Green Industry Conference. He is Certified by the Department of Pesticide Regulation and ICPI (Interlocking Concrete Paving Institute).

David and his wife of 18 years, Michelle have two boys, Michael, 14 and Nicholas 9 and reside on the Isle of Palms. He enjoys hunting, fishing and golfing.



(Pictured from left to right: Stan Sullivan, Steve Farmer, David Schwartz, Brian Pottieger, Chris Barnes and David Willis. Not pictured: Don Pottieger, Sr.)

GIC/Louisville here we come

By: Chris Barnes/Director of Marketing

It's 4 a.m. and I'm getting ready to drive to the airport for my 6:35 a.m. flight to Louisville, KY for PLANET's 2007 Green Industry Conference. I arrive at the airport, check my bags, go through security and then off we go to Cincinnati, OH for the first stop. Well we all know how life is in South Carolina and it doesn't involve cold weather and high winds. As we exit the plane we get a nice dose of what Fall is really supposed to be like.

After a short layover we joined our other team members from the Spartanburg branch where we all hopped on the next plane and took the shortest flight of our lives. It was a whole 15 minutes to Louisville from Cincinnati. Now that's my kind of flight: short and sweet. Once we arrive in Louisville we jump on the shuttle and head over to our hotel, the historic Galt House Hotel located in downtown Louisville.

With the exception of myself, the rest of the staff has never been to Louisville and they are pleasantly surprised with this historic city located on the Ohio River. From the world famous Churchill Downs to the home of Major League Baseball's Louisville Slugger Museum, there is plenty to do.

We grabbed a quick bite to eat at the hotel's Cafe Magnolia and then we were off to the conference to attend some educational sessions. Brian, Stan and myself attended a sales and marketing session to see what kind of new ideas we could pick up in an effort to enhance our presence in the communities that we serve. David W., David S., Steve and Don Sr., Southland's President, attended sessions on leadership, customer service and financing so that we could absorb as much as possible from the various discussions.

That evening we were invited to the hospitality suite where we had the chance to relax and have a little fun with one of our vendors, INCLUDE Software.

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Hot New Product Alert!!!

With the long hot and dry summer behind us, it's time to start planning for the future. Southland offers the new state-of-the-art **iCentral** irrigation system that will save you time and money. No more phone calls about your system not working. No more high water bills from watering the lawn when it's not necessary.

Through our partnership with John Deere Landscapes, Southland has the industries best solution for your irrigation system. **iCentral** is an internet based water management system that is constantly upgrading the current weather conditions to enable your irrigation system to save you water and money. The system is run by computer software that will alert us if your system breaks down. The system is so advanced that it will pinpoint the exact spot of the problem.

Now you ask, "What if it rains? Why does my irrigation system still come on?" That is no longer a concern you will have to deal with. When it rains the system measures the moisture and adjusts the amount of time your property will be watered.

After the drought conditions we just suffered during the summer of 2007 why not let us help save you money and headaches with this new system. Call us today to have our irrigation specialist come out and examine your property so we can give you the best possible system for the future.



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After hanging out and meeting fellow landscaper's that evening it was back to business bright and early Friday morning. If you want to see some hungry people the "Breakfast of Champions" was the place to be. I have never seen 500+ people get up for breakfast at 7:00 a.m. This was a sight for tired eyes. At my table we discussed "company image" where I was pleased to hear that Southland already does many things (clean trucks, professional uniforms, professionalism on the job sites, etc) that were discussed. David Willis and Brian Pottieger mediated four of these discussions throughout the conference.

Now with breakfast done it's time to head back to the educational sessions. What's in store for us today? I think I'll head back to the sales and marketing sessions where I will find Marty Gunderson of Gunderson Landscaping. Let me just say that for a guy who is only 39 years old, he has done a great job making a name for himself and becoming good leader. How many people can say they bought a lawn-mower for \$25 and turned that investment into a \$3 million dollar company? Not bad if you ask me. Marty had many good ideas that he passed on and we found him very insightful.

On top of the educational sessions we were able to see more landscaping equipment than one could even fathom before walking into the exhibit hall. There were so many things to look at that it would make your head spin trying to figure out which way to go first! With this being my first trip I was completely amazed at how many vendors there were.

After a long day of educational sessions and exhibits it was time to once again relax and for some to catch a concert at Louisville's hot spot, 4th Street Live where country music stars Diamond Rio put on a show for the green industry.

Well it's Saturday morning and once again everyone flocked to the "Breakfast of Champions" where today's topic at my table was "public relations." At Southland we pride ourselves in presenting our news to our clients and vendors through newsletters and press releases so that they are always "in the know." To our advantage we were one of two companies at the table that are currently sending out press releases and newsletters. After all, I believe everyone should know what a great company Southland is and let others know about our staff's achievements.

With all that Louisville has to offer we couldn't help but to stop by and see the one and only Louisville Slugger Museum before heading home. The museum is a fascinating place to visit since you are able to see where all of the baseball bats are made for Major League Baseball as well as some authentic bats from baseball legends like Babe Ruth and Ty Cobb.

With our sightseeing over, it's off to the hotel to get our bags and head to the airport. To Louisville and PLANET: Thanks for the great time we had at the conference. Now its off to the warm weather and comforts of home. See you next year!

Southland teams up with the Garrett Gate House Project

On Saturday, October 13, Southland helped make a dream come true. That's when 13 volunteers from Branch Support and Eastern SC Operations gathered at 2622 Bennett Yard Road to provide landscaping for Julia Wright and her new home as part of the Garrett Gate House Project. The project is sponsored by the U.S. Department of Housing and Urban Development Rehabilitation and was funded by the City of North Charleston.

First things first, we prepped the soil and graded the plat. Once we had accomplished this task it was time to plant some new shrubs that were provided by Lowcountry Nursery and pinestraw donated by Carolina Pinestraw. With the shrubs in and pinestraw down everyone teamed up to tackle the front yard and laying the fresh sod. We laid four pallets of sod that were donated by the Green Acres Turf Farm as well as spreading grass seed throughout the backyard.

Dedication time. Monday, October 29, David Schwartz, Vice President and General Manager of Eastern SC Operations was on hand for the dedication of the new home to Ms. Wright. Also in attendance were the students from Garrett Academy of Technology who framed the house and the City of North Charleston's Mayor Keith Summey.

This is the fourth house that Southland and the U.S. Department of Housing and Urban Development Rehabilitation have worked together on.



(Pictured on the top is Julia Wright and Keith Summey and below is David Schwartz and Keith Summey.)

Landscaping Tips of the Month

Lawn Care

- Be sure to have your irrigation system winterized.
- Continue to use post-emergent weed control on shrub beds and lawns as needed.
- Have pine straw added where needed to help prevent erosion and keep your plants firmly rooted throughout the winter.
- Lawn should be entering dormant stage but occasional spot mowing may be needed
- Have lawn mowed and edges trimmed as needed.



Flower Care

- Make sure you have had all of your Fall flowers installed.
- Maintain flowers with fertilization as needed to include dead-heading and weeding.

Southland attends Upper State Apartment Trade Show

Southland made its inaugural appearance at the Upper State Apartment Association Trade Show on October 23 in Greenville, SC at the Shrine Club.

The show featured vendors from across the Upstate. While at the show we were able to meet many people from throughout the multi-family development industry ranging from sales agents and maintenance crews to property managers and management companies.

As a member of the USAA we will be a choice vendor for the multi-family housing developments in the Greenville, Spartanburg, Anderson and Clemson areas.

One lucky trade show attendee won a Crape Myrtle tree compliments of Southland and the tree will be installed at the winners property.



(Pictured to the left is Stan Sullivan (left) and Brian Pottieger, Vice President of Sales and Marketing along with a show attendee.)

Check us out online at www.southlandusa.com

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It's Survey Time!!!

Don't forget to fill out the survey that came with your November invoice. Everyone who fills out and returns their survey will be entered to win a \$50.00 Gift Certificate to a restaurant of their choice. All online entries for the month of November will also be entered into the contest. Your feedback is very important to us as it enables us to know how good we are doing in the field.

Thanks for all of your help and for being great loyal customers.



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