

Meet the Staff



David Willis
Chief Financial
Officer

Years with Southland: 2003 - Present

Location: Charleston, SC

From: Plainfield, IN

About David:

David was raised in Indiana where he lived until 1993. He was an Economics major at Indiana University. While employed at Enterprise Rent-a-Car he asked for and was granted a transfer to the Charleston SC area. It was the Willis families desire to live in a warmer climate and Enterprise granted his wish.

David had a desire to be an entrepreneur and consequently purchased KleenSweep Cleaning Services in 1996. Several years later, David sold his company to FMI Services Group which later evolved into Southland Landscape Corporation. Since joining Southland David has worn many hats. He started out as a Branch Manager upon the initial acquisition of his company and has since scaled the corporate ladder. When FMI relocated their Corporate office to Charleston from Frederick, MD in 2004, David was named Controller, a title he held until 2006. It was in that year that he was named Chief Financial Officer. A job that he performs at an extremely high level of efficiency.

David and his wife of 16 years Leah reside in Mount Pleasant with their two children, Erin and Ethan. In his spare time David enjoys boating, golfing and auto racing, having raced in SCCA Sports Renault (now Spec Racer) and Formula Atlantic divisions.

New Year...New Operational Changes at Southland

A total revamping of Southland's Training & Safety Program as well as the Quality Assurance Program was successfully launched in the New Year.

Scheduled monthly training sessions will be conducted in English and Spanish at all three office locations. Utilizing PLANET's video and testing modules, each class will be centered around one major safety and equipment topic each month. Each class is designed to challenge, educate, and stimulate each employee. By doing so we hope to create a safer work environment, more efficiencies in the field and provide the best possible service to our loyal clients.

In addition to our in-house educational series other educational opportunities have been scheduled through Webinars as well as Industry Trade Programs and Vendor Training Programs.

Quality Assurance Interaction

In addition to the mailed customer surveys that are sent out three times a year we are also rejuvenating three other areas related to Quality and Customer Service. Recently an online questionnaire was added to the website for feedback at anytime. Every client has been assigned a landscape service professional to conduct an on sight inspection and an account review with each contract administrator. The frequency of these inspections will be determined by the size and scope of your contract. The objective of the program will be to have a structured and regular review of your contract and also to review your service expectations and our delivery of those services. We have also reinstated a live operator at each branch office. You could on occasion still encounter voice mail, however.

We hope that these changes will be beneficial to all. It is our pleasure to serve you and your property!

Southland helping in the Community

Southland was honored to be part of the "Toys for Tots" distribution this Christmas. Sponsored by the USMC and Channel 2 WCBD, two Southland trucks filled with toys donated by local shoppers were distributed throughout the Lowcountry on Christmas day.

WCBD's Rob Fowler and Southland's Pablo Catala assisted the Marines along with many other volunteers.

Thanks to everyone who donated toys and their time to help those less fortunate have a great Christmas.

To see the toys being handed out visit the link below:

<http://www.wcbd.com/midatlantic/cbd/search.apx.-content-articles-CBD-2007-12-25-0011.html>



Clovers...Good Luck or Bad Luck?

St. Patrick's Day, Ireland and good luck are some of the things associated with clover, but did you know that they are actually considered a weed and are among the most common weeds found in turfgrass in the United States?

Back in the 400's A.D. St. Patrick used the three-leaf clover to teach Christian beliefs. If you are fortunate enough to find a four-leaf clover (a version of the white clover) you are expected to receive good luck in the future and according to the Celts and Druids they are supposed to ward off evil.

While we will always associate clover with the Irish holiday St. Patrick's Day, where everyone calls the clover a shamrock and drinks green beer, the fact still remains that it is a weed.

Clover however can provide a benefit to the atmosphere. They are be used as feed and forage, produce nitrogen and are ornamental.

With clover producing nitrogen from the root infecting bacteria, the turfgrass requires less fertilization than pure turfgrass. Mixed clovers will lack the consistency of pure turfgrass, especially when the clover is producing seed heads.

A common mistake when identifying clovers is the assumption that all clovers are green. You can find clover weeds that have white and red blooms along with the hop clover and black medic clover which produce yellow blooms.

In places that you find dark green patchy areas of clover you are experiencing a turf that has been fertilized infrequently. If you find this problem with your lawn do not worry for it can be fixed with the correct treatment. Several herbicides are available that will not harm the turfgrass and will control the amount of growth from the clover patches.



An additional way to help control clover growth organically is to increase the height of the mower and using organic fertilizers as called for.

For more information on clover and proper turf care, call Southland to request one of our specialist to come out and survey your property.

Subscribe to the Southland Times on our new website.



Send your e-mail address to cbarnes@southlandusa.com to receive all of the latest news about Southland and to get our monthly newsletter.

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!!!

Happy Birthday
Feliz Cumpleaños

Jesus Ruiz 1/2 - Charleston, SC
Salvador Gonzalez 1/4 - Spartanburg, SC
Cesar Valdez 1/5 - Spartanburg, SC
Don Pottieger, Sr. 1/6 - Charleston, SC
Melchor Martinez 1/6 - Columbia, SC
Santiago Martinez 1/9 - Columbia, SC
Carlos Toro 1/15 - Columbia, SC
Eloy Medina 1/21 - Charleston, SC
Joel Martinez 1/26 - Spartanburg, SC

Rebecca Wright and Josh Reeves join the Southland family

Southland announces the recent hiring of Rebecca Wright and Josh Reeves. Wright will serve as Operations Administrator for Midland Operations in Columbia, while Reeves will be an Account Manager for Western South Carolina Operations. Steve Farmer, Vice President and General Manager of Western SC Operations will oversee Wright and Reeves.

As the Operations Administrator Wright will handle payroll, scheduling, human resources and customer service. In addition Wright is currently an evening student at Midlands Technical College. Prior to joining Southland she worked at All State Insurance as a customer service representative.

Reeves joins Southland as the Account Manager for Southland's Western SC Operations where his primary focus will be quality assurance. His job duties will include managing crews, quality control inspections and enhancement sales.



Rebecca Wright
Operations Administrator



Josh Reeves
Account Manager

Prior to joining Southland Reeves worked for Dreamscape Landscaping of Spartanburg, S.C. for three years. While working at Dreamscape he was a supervisor for the maintenance department. He holds an Associate Degree in Horticulture from Spartanburg Community College.

Landscaping Tips of the Month

Lawn Care

- Crape Myrtles should be pruned this time of year. (This is done bi-annually.)
- Prune trees to effectively shape and to rise undercarriages
- Prune shrubs to open them up and enhance light and air penetration. However, do not prune Azaleas due to buds for spring color.
- Fescue lawns should have an application of slow release turf fertilizer
- Applications of dormant oil to shrubs this time of year prevent or reduce insect problems in the warmer months



Flower Care

- Continue flower maintenance such as deadheading, weeding. Fertilize as needed.

Michelle Shulse joins Southland's Eastern SC Operations

Southland announces the hiring of Michelle Shulse as Operations Administrator for the Eastern South Carolina Operations office. She will work under the direction of David Schwartz, Vice President and General Manager.

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

Prior to joining Southland Shulse worked for Greystar Management as an Assistant Manager at The Tradition at Summerville. She has an Associate Degree in Applied Science from Keystone College in LaPlume, Pa. and an Associate Degree in Business Administration from Luzerne County Community College in Nanticoke, Pa.

Shulse resides in Charleston with her husband Michael and their one year old daughter Sophia. In her spare time she enjoys boating and fishing.



Check us out online at www.southlandusa.com

Customer Service

Branch Support Center

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Service Issues:

landhelp@southlandusa.com

Billing Questions:

billing@southlandusa.com

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tpyatt@southlandusa.com ext. 218

Director of Marketing: Chris Barnes
cbarnes@southlandusa.com ext. 219

Administrative Assistant: Cindy Gardner
cgardner@southlandusa.com ext. 212

A Special Welcome to our newest clients

Southland would like to thank the following new clients for making Southland their landscape management company of choice:

Eastern SC Operations:

- Ashley Crossing Apartments
- Archdale Forest Apartments
- Fields Ornamental
- Indigo Village
- Wespanee Center
- Zaxby's - Charleston
- Otranto Plaza
- Hollow Oaks POA
- Washing Well Laundry

- The Tradition of Summerville
- Vista Sands Apartments

Midland Operations:

- Grand Street Apartments
- Fountains of Edenwood

Western SC Operations

- Hampton Inn - Duncan
- The Arbors at Reba-Dale

*Thanks for choosing
Southland Landscape
Corporation!!!*



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