



# THE DUKE REPORT

From Duke's Landscape Management, Inc.

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## We're Still Growing

When asked recently by a friend why clients new and old alike continue to hire us despite a lackluster economy, I pointed to the rating our new and largest client (see inside story) gave us. The client rated us very high in the following important areas:

- **Safety.** We have a top safety program and a record to go along with it. Duke's is approaching 900 days without a loss time incident. We are a member of the Professional Landcare Network's (PLANET) STARS Safe Company program and this year received three national safety awards, including the one for no loss time (see inside story).
- **Training.** Our safety record is directly related to a proactive training program. We hold safety conference calls with managers and review incidents, potential incidents, and any "near misses." During the call, managers develop topics for crew tailgate talks.
- **Industry involvement.** Being active within an industry allows company owners to stay on the cutting edge of key issues and benchmark with best practices. Duke's is a longtime member of PLANET, a member of the Building Owners and Managers Association (BOMA) and we're involved in a peer networking group comprised of seven top landscape management companies from around the country.

**"Expect The Best"**

Hackettstown  
Rockaway

- **Community involvement.** Duke's has been actively involved in the community for more than 25 years. The company routinely contributes to area homeless shelters and is a sponsor for Kids of World Vision, among other organizations. I am proud to be president of the Hackettstown Regional Medical Center Foundation and also serve as a trustee on the Board of Directors. Duke's also participated in PLANET's first Annual Day of Service and continues to volunteer its time and resources to charitable organizations within the community.

- **Capabilities.** Duke's three divisions – maintenance, detail, and plant health care – are dedicated to keeping client properties looking great all season long. Over the years, we've won several regional and national awards for our landscape management capabilities. I am also a strong proponent of industry certification and proudly wear my Landscape Industry Certified Manager and Technician labels.

- **References.** Having satisfied customers who enjoy their property and working with Duke's team creates the best kind of advertising in the world – word-of-mouth.

As mentioned, our new client rated us very high in all the above categories, but getting glowing marks is only part of getting new clients and the overall growth story for Duke's. Our pricing is right, too,

since we've always tried to control our costs. As one indicator, we employ fewer people today than we did just a few short years ago thanks to the implementation of lean management strategies. The strategies have encouraged us to dissect all our processes, uncover inefficiencies, match the best and latest equipment to the application, and drive out any wasteful spending.

Still, from my perspective the most important rating from all the above is the one current customers give us. Without their vote of confidence Duke's would never have enjoyed the success it has over the years, nor would it continue to grow and evolve as a landscape management company.

*Eric Cross*



**Eric Cross,**  
*Landscape Industry  
Certified Manager  
and Technician,  
President and  
Owner of Duke's*

**Why LEED?  
National Safety Awards  
Duke's by the Numbers  
Company Korner  
Splash of Fall Color**

**INSIDE**

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# Duke's president now LEED Green Associate

This past summer, Duke's president Eric Cross, Landscape Industry Certified Manager, became a LEED Associate. The accreditation means that Eric is on the forefront of current knowledge of green building technologies, best practices, and the rapidly evolving LEED (Leadership in Energy & Environmental Design) Green Rating Systems.

Over the past decade there has been growing awareness about our environment and how fragile it truly is. Among initiatives to address this concern is LEED. Developed by the U.S. Green Building Council in 1998, LEED is an internationally recognized environmental program that is currently deployed in more than 30 countries around the world. It provides a means of verifying that a building or a group of buildings were designed and built in a way that would improve energy savings, water efficiency, indoor environmental quality, and CO2 emissions reduction.

LEED employs a third party verification system to determine if a project falls within its specifications. Third party verifiers must become certified with the Green Building Certification Institute (GBCI) in order to gain an understanding of LEED's rating system. A LEED Green Associate has this understanding.

Why would Duke's president, a long-time landscape contractor, pursue LEED certification? "LEED-certified structures are inherently more sustainable than other building built to current code," Eric explains. "That means they are designed to use less water and energy, both of which are huge concerns no matter what industry you're in. As stewards of our planet, I believe landscape contractors need to be current with the latest strategies and techniques to preserve our natural resources. As a LEED Green Associate, I can answer LEED-related questions for any of our customers and advise them on ways to make both existing and new structures conform to LEED standards."

Eric continues, "The green movement is huge in both our industry and the building industry. Our customers want properties that are easy to maintain and that minimize their carbon footprint. They want the same for their new and existing buildings. Experts say that 30 years from now nearly every office building in the country will be LEED-certified. The green movement is not a fad, it's a reality and I want Duke's to be on the cutting edge of what's good for our planet and what's good for our customers."

## Company Korner

### Duke's Landscape Management welcomes new client.

In July, 2011, Duke's announced its newest client. Sanofi-Aventis, USA, Inc, the North American pharmaceutical research arm of Paris, France-based Sanofi-Aventis, awarded a three-year landscape maintenance contract to Duke's. This contract represents one of the largest accounts in NJ, and the largest account in Duke's Landscape Management's portfolio.

Duke's will be maintaining three campuses for Sanofi-Aventis: two in Bridgewater, New Jersey and one in Swiftwater, Pennsylvania. Each campus is over 100 acres and houses more than 1,000 employees. If you're not familiar with Sanofi-Aventis, you likely will know two of its two key products, Ambien CR® and Plavis® —thanks to the company's highly effective marketing campaign.



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# Duke's Receives National Safety Awards

Duke's was recently awarded three safety awards in the Professional Landcare Network (PLANET) annual Safety Recognition Awards Program, sponsored by CNA. The awards are: **No Vehicle Accidents, No Days Away from Work, and Overall Safety Achievement Award – Gold Performance Level.** The program, designed to reward green industry companies that consistently demonstrate their commitment to safety, reflects PLANET's dedication to creating and maintaining safe work environments in the green industry.

Tanya King, Duke's HR Manager and Safety Director, says "Our employees' safety and well being is a top priority here at Duke's. Our employees give 100% when they walk through our doors each morning and I believe that we owe it to them and their families to ensure they can go home, healthy and happy each evening. We spend significant time and resources promoting safe work habits and appreciate PLANET's acknowledgement of our efforts in making safety a priority in our day to day business."

## It's time for a splash of fall color

After a summer like this, it's easy to appreciate the ideal growing conditions fall months usher in. Cooler days and nights, lower humidity, and timely moisture spell good news for lawns, trees, shrubs, and flower beds.



For fast-fading color, this is an especially ideal time of year. Fall growing conditions are perfect for planting perennials for next year and for adding some showy color for the remainder of this growing season. In fact, there is no better time than now to heighten curb appeal or brighten up a few flower beds.

Consider pansies as a nice fall color alternative. This garden violet is well-known for its multitude of colors and face-like markings. Yet, one of its greatest attributes is an ability to withstand the cold. Flowering kale, a member of the cabbage family, is both beautiful and hardy, as well, and would make another nice addition. They are just two of the many flowers available this fall to dress up properties. Give us a call today to add a splash of autumn color to your landscape – the perfect contrast to deep hues radiated by a lush lawn and blue sky.

# Dukes by the Numbers

**\$2.5 Billion** total value of the real estate Duke's Landscape Management is maintaining.

**361 Acres** the amount of turf Duke's mows each week.

**715,000 TONS** the amount of snow Duke's plows in an average snow storm

**21** Number of National & State Landscape Awards Duke's has received

**4** the total years of landscape industry  
**3** experience of all Duke's  
**2** employees combined!

## Services

- Landscape renovation
- Athletic field renovation
- Retaining walls
- Overseeding
- Pruning
- Foundation plantings
- Fall cleanup/mulching
- Fall weed control/fertilizing
- Snow removal
- Plant installation/maintenance



Contact us on our Web Site! [www.dukeslm.com](http://www.dukeslm.com)



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