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**Greetings!**

"Accentuate the positive, eliminate the negative." goes the old song.

Creating the right culture for your organization is essential for a healthy work environment that can support growth and outstanding customer service.



Simply shifting your mindset can make a big difference in how easy it is to get through the busiest parts of the season.

Good leaders know the importance of making a conscious decision about how they want their company to be portrayed to customers and employees.

Here are some ways to stay positive in the stressful season:

- **Avoid the gloom and drama.** There's always plenty of it in the news, especially in an election year.
- **Focus on what's going right,** and try to make more of that happen with both customers and employees.
- **Remember the great things you've done in the past** and remind yourself there are more of them ahead in the future

We're glad to have you as a customer!



**Click to view September Specials**

## NFI at Orlando Landscape Show

Visit the North Florida Irrigation (NFI) exhibition booth #308 at the Landscape Show in Orlando, September 15-17. The show will reveal new products in the nursery and landscape industry while highlighting products that have proven their effectiveness. Join over 7,000 attendees at this must-see event in the Orlando County Convention Center.

[Get more information.](#) We hope to see you there!



## 2016 Pipeline for Professionals Product Training & Expo

Mark your calendars! The North Florida Irrigation (NFI) Product Training & Expo will be held November 3-5.

Take advantage of training classes, a variety of manufacturers at the expo, a Keynote Speaker, and a new State Licensure Prep Course.

This is a great opportunity to learn new skills while networking with others in your field of expertise. Look for register details coming soon! November will be here before you know it, so be sure to save the dates!

If you have questions prior to the event contact our Sales & Marketing Manager, Emilie, at [emilie.eaton@nfie.net](mailto:emilie.eaton@nfie.net).



## Plan for a Strong Fall by Selling These Now

**Offer these services to maximize your profits in the months ahead.**

Every landscape professional understands the "spring rush", but only a few recognize and plan for sales growth and profits during the fall months.

Here's a great list of services to explore now:

**Aeration**- lawns that are suffering from poor soils or compaction benefit greatly from fall aeration. With the right equipment, aeration can be done quickly and profitably.

**Turf renovation** - many lawns that started the season looking marginal now appear even worse after the stresses of summer heat and turf disease. Whole-yard turf renovation sells well in the fall. It's the right time to help customers get the lawn they've been dreaming of.

**Landscape lighting** - shorter days and cooler temperatures get customers back outside to enjoy backyard living spaces. Professional lighting extends the use of outdoor spaces and keeps them safe for visitors.

**Holiday decorating** - start letting customers know you will be offering holiday decorating services. You'll find many are please to find a professional who will take the hassles out of their holiday celebrations.



## Get Ready for Holiday Decorating Season

Turn downtime into profitable time by offering holiday decorating services to your clients.

You need to only do a handful of holiday decor installations to make a substantial addition to your bottom line. Start planning ahead by asking your customers about their service needs.

Plan your [Seasonal Source](#) materials needs too.

[Download our 2016 Holiday Decor Catalog.](#)

**Ask About FREE How To Start Seminars:** We offer comprehensive training on estimating, marketing, installation and more in our holiday decorating seminars.

Ask us about upcoming training sessions. When you get started in decorating with us, there's never an obligation to buy or an annual franchise fee to pay.

Learn more about the opportunity in this [video](#).



## 3 Reasons Why Job Site Cleanup is Essential

An essential part of every crew's workday is cleanup. It's a task that many don't enjoy, but it's absolutely critical to your business. Messy job sites lead to employee injuries and upset customers.

Here are three reasons to emphasize job site cleanup as part of your training program:

### 1) A Clean Job Site is Safer

A clean job site keeps your team members and your customers safe. Removing trash eliminates trip hazards. Putting up barricades or caution tape protects passersby. "Pick it up or put barriers around it."

### 2) A Clean Job Site Boosts Productivity

Daily cleanup puts tools and supplies back in their assigned places. There's no "hunting and gathering" at the start of the day, allowing workers to focus on the tasks at hand. With a clean site, team members are less likely to lose tools or waste materials. Cleanup has an added benefit of reducing theft and spoilage of materials too.

### 3) A Clean Job Site Enhances Your Reputation

The first thing your customer will notice is your job cleanliness. Don't let this first impression negatively impact your reputation. A clean job site assures the customer of your competence and reinforces their wise decision in choosing you. Contractors who keep a job site clean get more referrals too.



### Takeaway: Equip Every Truck with a Clean-Up Kit

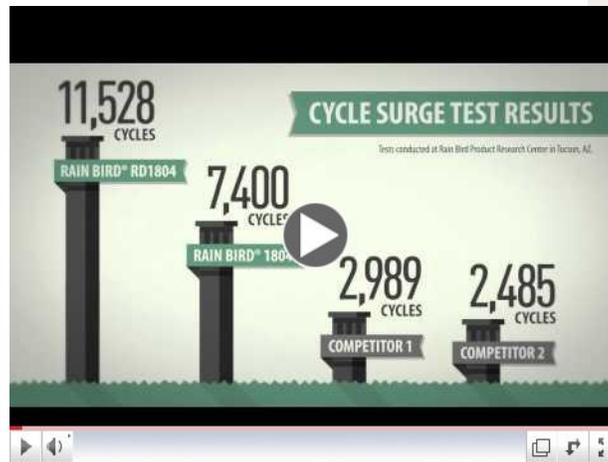
Employees are less likely to do the job right without the right supplies. As a convenience to you, we offer a complete line of cleanup supplies from Christy's. Eliminate debris with Christy's contractor-grade trash bags, gloves and rags. Store and protect materials under Christy's tarps and pallet covers. Wash-down muddy areas with Christy's hose and hose nozzles. Stock your trucks with [Christy's job site essentials](#).

## Rain Bird's 1800 Series Outperforms All Others in Sprayanalysis

Installed in parks and backyards across the globe, Rain Bird's 1800 Series is the #1 commercial-grade irrigation spray head in the world.

Chosen for its reliability, heavy-duty materials and versatility, the 1800 Series has first-rate quality built in for reliable operation and long life. Their superior components and features make them the spray heads of choice for a wide variety of applications.

[See the proof that 1800 Series outperforms all others here.](#)



## New Cutter Offers Easy-Change Blade

Stop wasting time on the jobsite changing blades! With the new [Blazing SwitchBlade cutter](#) you can change to a new sharp blade in under 10 seconds.

- PTFE Coated Blade
- Blades are sharpened, laser cut and Teflon coated in the USA out of US carbon steel for unmatched cutting quality.
- Comfort Handle
- Designed to conform to the contour of your hand.
- Quick Release Blade
- Simple push button blade release allows for the fastest blade change on the market.
- 10 Pack of Blades



Replacement blades are available in single packs or 10 pack cartridges with magnetic backing for easy storage.

## Refills - The Magic of Rid O' Rust

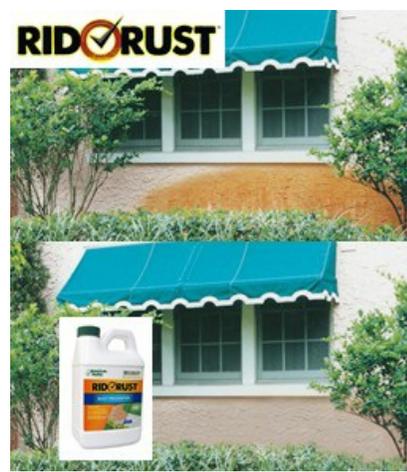
Whether you've installed your first Rid O' Rust system, or your 1000th, you are starting down a magical path. The path of continuous sales and profits. The magical part of Rid O' Rust is not the system, it is the refill. Amazingly contractors JUST LIKE YOU throw away this magic every day. They don't think they have the resources to set up a delivery route, so they send their customers to the distributor to buy refills.

Did you know that providing Rid O' Rust refills averages \$200 a year in sales for every customer? On average, selling refill preventers could double your routine service billing for each Rid O' Rust customer. \$200 per customer per year. Those are powerful numbers. Want to see the numbers? Just click this [link](#).

Whether you deliver refills on demand, on regularly scheduled intervals, or just once a year at spring start-up or a seasonal maintenance visit, the key to the magic is to supply the Juice to your customer. That's right, you DON'T need to set up a delivery or service route. You can always plan to supply the refills once a year, if that fits your business model best.

So tell your Rid O' Rust customer not to worry. You can deliver Rid O' Rust refills to them. This keeps your customer happy and your bank account full.

For more information, contact us or visit [www.Americanhydro.com](http://www.Americanhydro.com).



## Why Choose EasyTurf Synthetic Turf from NFIE?

Easy Turf is a FieldTurf Company - FieldTurf: NFL Tough! 22 of 32 NFL Teams Play or Practice on FieldTurf Products

- **Superior Drainage Proprietary** - MaxxFlow with rinse-clean, drainage technology drastically out performs all other synthetic turf backing options.
- **8 Year Manufacturer's Warranty** - 15-20 year life expectancy, longest in the industry. New product development ensures customers have the highest quality synthetic grass available.
- **Outstanding Water & Maintenance Savings** - Provides 70% plus water savings and nearly eliminates ground maintenance fees.
- **Proven Pet Solution** - Animal care facilities nationwide choose UltimateGrass for its superior drainage and unmatched durability.
- **Realistic Look & Feel** - Superior product innovation and engineering come together to create a true-to-life product that matches the look and feel of a natural lawn
- **Quick Installation** - Basic installation materials and supplies help make the installation process quick and efficient.



# September Specials

**RAIN BIRD**

Buy a case (20) DV Valves  
and a case (4)  
ESP4ME or MEi  
Get a **FREE Case**  
(75) of 1804 Sprays



OFFER EXPIRES SEPTEMBER 30, 2016

**K**  
RAIN

IRRIGATION SOLUTIONS  
WORLDWIDE™

Looking for hi-tech?

Try the 3202 IN WiFi  
Controller—Just **\$180!**  
BL-KR1 1 Sta. Battery Ctrl **\$78**



OFFER EXPIRES SEPTEMBER 30, 2016

**BLAZING**  
INSTALL FASTER

**FREE** SB-5000 Cutter  
with purchase of a pack of Twizt Loc  
Connectors TLC-10, TLC-20, or TLC-30

**FREE** SB-5000 Cutter  
with purchase of 10/pack of blades



OFFER EXPIRES SEPTEMBER 30, 2016

Broan **haven.**  
NuTone® Backyard Lighting &  
Mosquito Repellent System

Get **15% off!**  
Purchase 4 Repellent  
Fixtures w/ Repellent



OFFER EXPIRES SEPTEMBER 30, 2016

**KICHLER**  
LIGHTING

Get **15% off** Kichler integrated  
**LED fixtures** and a chance to win a



**Big Green Egg**  
World's Best Smoker  
& Grill!

**PROMOTIONAL REQUIREMENTS**

Purchase \$500\* in Kichler integrated  
LED fixtures and **get 15% off** your  
entire light order.

Purchase \$1,000\* in Kichler  
integrated LED fixtures and get  
**15% off** your entire light order AND an  
entry to **win a Big Green Egg grill.**

Maximum of 15 entries.

Promotion runs on orders placed September 1 - November 4, 2016.

\*Must be amount after discount taken.