

# Green Industry Insight from Keesen Enterprises, Inc.

[www.keesenent.com](http://www.keesenent.com)

## Holiday Lights Are A Really Bright Idea!

It is hard to believe that with baseball season winding down and football season gearing up that it is already time to be thinking about how we will dress up our properties for the coming Holiday season.

Keesen Enterprises, Inc. knows the importance of a well-maintained property, and that includes how it will look once the trees have lost their leaves and that green turf has gone dormant for the winter. Festive lighting and decoration is the key to ensuring your property retains its charm when fall and winter make their appearance.

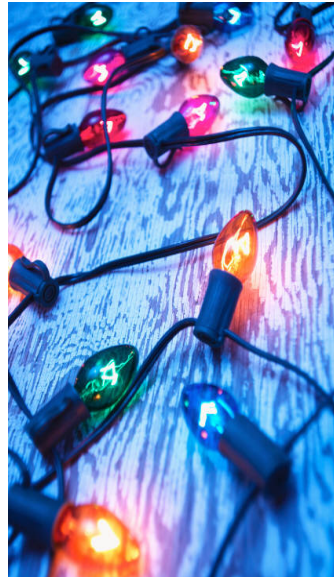
Keesen Enterprises has been providing holiday lighting services to our customers for many years and can work with you to design the holiday lighting package that is right for your property.

In addition to traditional lighting, we can also design a layout using new LED technology which provides brighter lighting and requires less energy-the perfect way to start "Going Green"

Our specialty is commercial lighting and our displays are designed to take advantage of the key focal areas of your property.

If you are interested in a free,

no obligation estimate, please call (303) 761-0444 or e-mail us at [service@keesenent.com](mailto:service@keesenent.com).



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### October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### November 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### December 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Curb Marking Important for Snow Removal

Make no mistake-Old Man Winter is hiding right around the corner! That means it is time to start thinking about some precautionary measures to take before snow begins to fall here in the Mile High City.

In the war between snow plow and curbing, the snow plow usually wins! Keesen Enterprises, Inc. recommends that you mark all of your island curbing and any other curbing that may be difficult to see once snow falls. This will help mitigate the amount

of curb damage that occurs during plowing. Keesen Enterprises, Inc. can provide and install curb markers for your property on a time and material basis. If you are interested, please call (303) 761-0444 or e-mail us at [service@keesenent.com](mailto:service@keesenent.com).

## Customer Surveys Ensure Your Voice is Heard!

'Keesen Enterprises, Inc. is proud of its long-standing commitment to providing quality service to its' customers.. Once annually a survey is sent to our customers asking them how we are doing.

While we admit that we do love the positive feedback that accompanies the majority of the responses that we receive, we also appreciate constructive criticism. That is how we improve the services that we offer to our cus-

tomers and how we get better. Even after 37 years in business, we feel it is possible to teach an old dog new tricks!

The survey is e-mailed or mailed to every customer annually in August or September. Customers can easily complete the survey and e-mail or fax it back.

As in years past, Keesen also enters the name of each customer that re-

turns a survey into a drawing for a gift certificate to a local restaurant as a way of saying thanks for the feedback.

We had a record number of responses to our survey this year, and we want to sincerely thank you for your feedback. We learned a lot from seeing your responses and reading your comments. If you didn't send yours back yet, remember that it is never too late to give us feedback!

## Supplemental Watering Important For Good Plant Health

This has been an unusually dry year in Colorado! We've seen below average rainfall in each of the last six months, and even our winter snows were very low in moisture content. Even in an average precipitation year Denver is classified as a "high desert" environment, so our landscape plants are always at a disadvantage. All of this adds up to very difficult conditions for our trees and woody plants.

Supplemental watering is the best way to invest in the health of our trees and shrubs. Adequate moisture is the key to maintaining our landscape investments, preventing disease and insect issues, and ensuring healthy root systems. Healthy, well-watered trees are able to stand up to the harsh environment. When we go through extended dry periods, however, root systems begin to decline and die.

Trees in this category may appear healthy, and may be able to resume normal growth in the spring. But in many cases, weakened plants or large portions of these plants will die back when the temperatures begin to rise. We noticed this phenome-

non this spring and summer, and it is likely that we will find more of our trees and shrubs dying in the spring and summer of 2010. Sending water beneath the turf to reach the deeper root systems of trees and woody plants is necessary to invigorate root growth and to build up the energy reserves and defenses of our trees.

It is important to note that irrigation systems which keep our turf areas green are not substantial enough to meet tree needs. "Overspray" from irrigation heads is used by the turf and lost to evaporation before it reaches deeper roots. Additionally, these irrigation systems must be winterized and turned off completely for 6 months of the year. Without a little help from Mother Nature, plant material will suffer.

When we use "deep root watering" techniques, our technicians arrive at our clients' properties with trucks that hold hundreds of gallons of water. Using a highly pressurized soil probe, we are able to send high volumes of water to the root systems. One of the additional benefits of this system is the loosening of compacted soil, which will also encour-

age new root growth. Horticulturalists recommend 10 gallons of water for each inch of a tree's diameter. So, for a 5-inch Maple tree, we would evenly apply 50 gallons of water into the dripline area under the canopy of the tree. It is recommended that Supplemental Watering take place at least once per month when the soil temperature is at or above 40 degrees.



Ben Canady is a Certified Arborist and runs the Arbor Care division of Keesen Enterprises, Inc.

**“Even in an average precipitation year Denver is classified as a “high desert” environment, so our landscape plants are always at a disadvantage.”**

- Ben Canady, Keesen Enterprises, Inc. Arborist

Serving the Denver metro area  
for over 37 years



## Complete Commercial Landscape Maintenance and Installation Services

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## Winter Backflow Security Is Critical

If you have irrigation backflows that are in exposed areas of your property, chances are that somebody wants them.

Thefts of backflows on commercial properties have increased dramatically over the past 24 months, in large part due to the resale value of copper and other metals used in backflow construction.

A standard 2" backflow can cost hundreds of dollars to replace, and many thieves, unlike lightning, strike the same place twice. Several of our customers have had multiple backflows taken from the same properties.

What is the best way to combat this

growing trend? Safeguard your exposed backflows with a protective covering. Although it does not guarantee complete safety, it is a deterrent.

Keesen Enterprises, Inc. can provide you with a variety of enclosures designed to protect your backflow units from opportunistic thieves.

In addition, Keesen Enterprises can give you an estimate to safely remove your backflow this fall for winter storage at your facility or ours to insure that when Spring returns you don't find that your backflow went south for the winter.

For more than 37 years, Keesen Enterprises, Inc. has been providing award-winning, high-quality commercial landscape maintenance, irrigation and installation services in the Denver metropolitan area.

We have built our business on service and integrity. Our philosophy is simple; we strive to maintain the highest quality standards and to exceed your expectations. If there is ever a problem, we will do whatever it takes to make it right. Many companies may make this claim, but we live it. We are a locally owned company dedicated to servicing our customers. Our entire livelihood depends on the integrity with which we operate right here in the Denver area and we take great pride in our commitment to quality service.



A typical unprotected backflow is easy to take. A covered one is more secure.

