

## Nightscaping® Newsletter



Photo courtesy of Ron Lenzi of Ron Lenzi & Associates, Inc

### How To Start With Nightscaping®

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**No one in this industry can question Nightscaping's® commitment to the contractor.** All contractors are in the business to make money. However, all contractors need to be in business to make a profit. Throughout the upper Midwest, I run into many recurrent themes of... **how do I build my business, price the job, market my company, maintain the project, etc?**

Rest assured, Nightscaping® staff can help with these issues and more. **In the end, we are more than a lighting manufacturer. We are consultants.** We are your partners. Our record speaks for itself with a loyalty that is the envy of the industry. Whether a distributor has a new contractor or the contractor has a new customer, we provide support with just the right amount of design and install experience. **The process will be different with every job brought to us, however, the dynamics are always the same.** **Contractor support and a strong follow through.** We support all in the supply chain.

So, how can you get to know us and find out what we can

do for you? Simply contact us through our websight at [www.nightscaping.com](http://www.nightscaping.com) or call us at 1-800-544-4840. The factory will be happy to redirect you to one of our many field representatives. **The field guys will guarantee that you will be successful on your first job or your one hundredth job.** We implement proven methods of success while helping you implement lighting into your business model. Unlike other manufacturing companies, we can assist in design, installation, and maintenance. **The Nightscaping® systems you install come with the best warranty in the lighting business.**

With our continual interaction in the lighting business, we learn from you. Sharing is part of the formula that has made us into what we are today. **Our field reps will support you in any size project whether it is municipal, commercial, or residential. There is no project too small and no project to large.** In fact, a new contractor may actually miss an opportunity to create a special effect or create the proper mood to romance the night of the customer. This is your business. You do what you need to. What is going to happen to your business in this current downturn? We can help you expand your bottom line without a large investment in your overhead. **After all, if we can create industry, we can certainly help you expand your business the way you need; profitably.**

### **Terry Dee**

Midwest Nightscaping® Rep

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Photo courtesy of Ron Lenzi of Ron Lenzi & Associates, Inc

## Contractor of the Week \_ Ron Lenzi

My name is Ron Lenzi and I am the president of Ron Lenzi & Associates Inc. In 1994, Walsh & Lenzi Landscape was introduced to Northern Illinois as a landscape contractor. After a couple of years we introduced a new service of lawn care. **I felt that it would be smart to diversify our options so we could provide services based on the interest of my customer base.** I have always had the philosophy to be the, "one stop shop". For several years we were just a small one employee company, and as of current we employ four wonderful workers. In 2003, I finally, after many restless nights, decided to give lighting a try and it has paid huge dividends. I call it, "one uping my competition". It has set us apart from most companies in the area and has allowed me to use my artistic and creative mind. I now look at a property as if it were a canvas and start to paint light on it. **My company now does approximately 40% of gross annual revenue in the lighting area of our business. It has steadily increased by 10-15% for the last four years.**

After passing on a landscape lighting job, and seeing what financial gain could be made, I was determined to not let that happen again, and it didn't. **I made one of my best decisions in a long time to contact Nightscaping® to inquire about light fixtures.** Little did I know that I would see success from there on in. I owe much credit to our Midwest Representative Terry Dee out of Crystal Lake, Illinois. Terry assured me they would not let me fail and they definitely stuck by their word. Terry had great patience and gave me tricks of the trade. I was told by Terry this would be a great fit to my already successful business. Not only has Terry Dee become a business associate but a friend. Lighting for me has given me the opportunity to fill voids in my schedule based on product delays or weather. **I once did a 20 fixture install in the rain and made a respectable profit while other contractors were at home or in the office.**

Nightscaping® to me is a first class organization with top notch management. From the girls in the office to tech support they are the most helpful company I have ever dealt with. It sounds like I am getting paid for this but the truth is, **"Involve yourself with great people and great things will come your way"**. If you're on the bubble about lighting with Nightscaping® don't give it another thought. Use lighting to complement your business the way you see fit. **Don't put money in another company's pocket, put it**

**in yours. I sure did.**

Best Regards,

Ron Lenzi  
President  
Walsh & Lenzi Landscape



## Donate Your Time Through The Slow Season

GreenCare for Troops: Serving You While You Serve Us

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**Project EverGreen is coordinating a nationwide outreach program connecting local lawn and landscape firms with men and women serving our country in the armed forces away from home.**

Lawn and landscape maintenance becomes a definite hardship when a family's major breadwinner is on active duty away from home. **GreenCare for Troops is designed to show the green industry's concern for this situation, helping affected families maintain their homes' green spaces.** To date, Project EverGreen has signed up more than 3,800 military families and more than 900 lawn/landscape contractors and volunteers to assist in this effort. If you are interested in helping a family in your area, please take a moment to complete our online application.

[Click Here to Apply](#)

While Project Evergreen's GreenCare for Troops program continues its mission to help our military families, we hope that 2007 will bring PEACE to everyone.

**Project EverGreen's GreenCare for Troops non-profit**

**program appreciates the contractors/volunteers who have stepped forward to help our military families at home. Your names are listed on our website under News Room/Who's Involved. Thank you all!**

### Families Respond:

"I am a wife of a deployed soldier in Iraq. I just received an e-mail about what you are doing and I would like to thank you from the bottom of my heart for such a wonderful service you are providing for military families. The stress, especially on military wives, when their soldier is deployed can be unimaginable and this service is probably the best idea. Please thank your contractors who are volunteering so much for their generosity! "

-Angie Davis

"Thank you so much for such a wonderful gift! I really appreciate it. It is hard to get out and keep a yard when you have a family and a job. All of a sudden you are a single parent and running the show, not to mention all the sleepless nights! Thank you from the bottom of my heart!"

-Katie Curtis

[Click Here to Apply](#)  
[GreenCare For Troops Website](#)



## Miniwash-Liter Reminder

The Miniwash-Liter has a new connection piece between the top of the stem and the yoke. Instead of a thin disk being soldered on, there is a 1/2" copper cap which is much more sturdy. See [Detail Drawing](#).

If you are experiencing difficulty with existing Miniwash-Liters in the field, please contact your local rep or the factory for proper warranty replacements.

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### [Newsletter Pdf](#)

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