

JETSTREAM
LANDSCAPE & IRRIGATION

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Newsletter

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JETSTREAM CELEBRATES 20TH ANNIVERSARY!

By Kurt Litton, President



When I mention that Jetstream just completed its 20th year, people often say, "Wow, 20 years, that's great!" Some recite the statistic that only three out of ten businesses survive beyond three years and only one of these reach the ten year mark. Thinking this through, I've never had the goal to just "survive." My goal has always been to thrive! When I started Jetstream in June of 1986, I didn't have years of experience and a long client list as an attraction. I decided then that I would be different and get business by being better. Being better by doing higher quality work, being dependable and being predictable

Now it's 2006 and hard to believe that 20 years have sailed by! We currently have 11 trucks and 22 employees and handle all sorts of landscape and horticultural projects. We have two full time office staff to handle customer inquiries and two production managers to ensure quality and timelines

We are now focusing on the next 20 years and as leaders in a virtually unregulated industry, we are committed to a policy of continuous improvement. For instance, we have implemented a weekly training program for our entire staff. This ensures you will receive the most qualified person and consistent performance available from any mid Michigan landscape firm! We are also exploring and implementing ways to operate "earth friendly." More on this in our next issue.

LANDSCAPE KEEPS GROWING

By Paul Phillips, Landscape Manager

Lots of exciting things are happening at Jetstream. During this off season, we have been working hard to improve our skills as landscape professionals. We are especially proud that this winter all of the Jetstream employees have participated in numerous training and development programs, sixteen technical and leadership style classes in all! In addition, 18 of 22 workers from our 2005 season will be returning to Jetstream this year! Within the landscape department, we are developing and expanding our horticultural service offerings. Annual flower planting, bed maintenance and shrub and ornamental tree trimming are a few examples. 2006 and beyond look to be exciting at Jetstream!



SPRINKLER SERVICE IMPROVES IN 2006

By Shirley Norman, Office Manager

Jetstream continues to look for new and innovative ways to improve customer service. We are proud to introduce our new service coordinator, Annette Chapman. Annette will be the new friendly voice who will assist you when calling our Jetstream office. In addition, we are busy implementing a new sprinkler inventory system to provide even timelier sprinkler repairs.

We are once again offering you a prepaid service contract for your yearly irrigation service needs. Servicing your sprinkler has never been easier. Fill out the attached contract, pay your annual fee and enjoy the benefits of reduced pricing and efficient scheduling.

Check out our new website at www.jetstreamlandscape.com