



UTOPIAN

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UTOPIAN LANDSCAPES, LLC,
PO Box 6156, Harrisburg, PA 17112
www.UtopianLandscapesLLC.com
info@UtopianLandscapes.com
(717) 329-1352

In This Issue ...

- ❖ President's Letter
- ❖ Christmas Décor
- ❖ Credit Cards
- ❖ Giving Back
- ❖ Open House
- ❖ Referral Program - Earn \$1,000!!
- ❖ End-of-Year Certificates
- ❖ Calendar

A Letter From The President

I am delighted to present you with the first issue of what will be our seasonal newsletter, UtopiaNews. Each issue of UtopiaNews will contain information about new happenings at Utopian Landscapes.

*We want to build this newsletter around you, our clients. Each newsletter will feature a calendar in which we would like to welcome you to submit an event such as a fundraiser or a church festival that is important to you. We will then randomly select events to add into the calendar. So submit those important events by **April 1st** complete with event, location, date, and time.*

Over the next few issues we will continue to improve UtopiaNews. Any suggestions or feedback you might have would be greatly appreciated, so please don't hesitate to let us know.

We hope that you enjoy this inaugural issue of UtopiaNews. We look forward to working with you in 2009 and wish you and your family the very best for the New Year.

Regards,

Giving Back

In 2008, we had the opportunity to give back to the community that has given us so much. We had the honor of doing enhancement work at Arlington National Cemetery, decorating the Ronald McDonald House in Hershey, and doing some site work and training for a local Boy Scout's Eagle Project.

For us, this is a very important part of our business and something we are very proud to take part in. This year (and in the future), we will continue giving back by sponsoring a local family who is going through trying times by taking care of their landscaping maintenance needs for the year. We have included a description of the program and ask that if you know of a deserving family or individual, to please nominate them. The deadline for submissions is **March 15th**.

Referrals

This past year, many of you took advantage of our referral program. This year, in addition to giving our standard referral bonus, we will be adding to that by giving extra gift certificates to our top 3 referrers (in terms of sales) during 2009 that they may use toward their 2010 account balances.

Top Referrer -- \$1,000 gift certificate

Runner Up Referrer -- \$500 gift certificate

Third Place Referrer -- \$250 gift certificate

Christmas Décor

This past Holiday Season was our first providing holiday decorating services through *Christmas Décor*. Not only did we have the opportunity to brighten up quite a few homes throughout the area, but we had the chance to make some new friends along the way.

Earn Those Rewards Points

As of January 1st, you may now pay any Utopian Landscapes or Christmas Décor bill using your VISA or MasterCard. This is a convenient way to build up your frequent flyer miles or rewards points.

2nd Annual Open House



Last spring we had our very first Company Open House at our office and yard in Grantville. Based on the positive feedback we had, we will be making this into an annual event. Please mark your calendars for Saturday, **May 23rd** from **1 to 4 p.m.** Keep an eye out for invitations in March.

Gift Certificates

We also have reworked our end of year gift certificates into a rewards program so that what you spend on services from Utopian Landscapes and Christmas Décor will determine your end-of-year gift certificate:

- \$10,000 & up -- \$250 gift certificate
- \$5,000 to \$9,999 -- \$100 gift certificate
- \$2,000 to \$4,999 -- \$45 gift certificate
- \$1,000 to \$1,999 -- \$20 gift certificate
- \$500 to \$999 -- \$10 gift certificate
- Under \$500 -- \$5 gift certificate

Calendar

UTOPIAN LANDSCAPES COMMUNITY CALENDAR

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|-----------------|---|
| MARCH 15 | NOMINATION FORMS DUE |
| MARCH 21 | FIRST DAY OF SPRING |
| APRIL 1 | DEADLINE FOR EVENT SUBMISSIONS |
| MAY 23 | 2ND ANNUAL COMPANY OPEN HOUSE |