



CLARENCE DAVIDS & COMPANY

Our 60th Anniversary Edition!



Spring 2011

LONG TERM Relationships

As Clarence Davids & Company proudly celebrates our 60th year in business, we would like to thank, honor and express our appreciation to all of our clients, without whom, none of this would be possible. The long term relationships we have developed with our clients has allowed us to provide high quality, dependable, cost effective landscape services these past six decades. We would especially like to extend our gratitude to some of our clients who have been with us the longest. Here is what they have to say:

RMK Management Company



Allie Corbett Landscape Architect, Clarence Davids & Company, Kurt Pflederer Vice President of Design, Clarence Davids & Company & Diana Julian-Pitto Executive Vice President of RMK Management Company.

“I have worked with virtually every reputable landscaper in Chicago and do most of my work with Clarence Davids because they consistently provide the best service and appearance than all of them. There is an obvious difference between a Clarence Davids maintained property and the rest. You make us look good and I know that will happen without a lot of effort on my part. My greatest compliment is when I got a call from a major competitor saying that her children made her stop at one of our CD managed properties to take pictures because the flowers looked so good. My best wishes to Clarence Davids & Company on a milestone anniversary! ”

Diana Julian – Pitto
Executive Vice President
RMK Management Company

Lake Village East

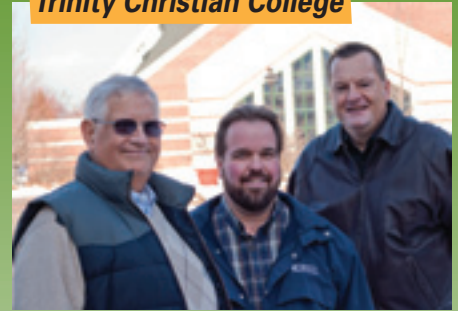


Donald Cole Property Supervisor, Lake Village East Apartments, Metroplex, Inc.; Marsha Holmes Property Manager; Felicia McCaskill Assistant Property Manager & Bill Davids President, Clarence Davids & Company.

“Clarence Davids & Company are professional landscapers who have been doing a good job for years. They offer us a full range of landscape services including landscape design, installation of plant material and tree pruning. They are not only a company that cuts the grass, but a company that goes the extra mile. It's been wonderful working with you for many years. Happy 60th! ”

Donald Cole
Management Supervisor
Metroplex, Inc

Trinity Christian College



Dr. George VanderVelde Vice President for Campus Development; Tim Timmons Director of Physical Plant & Bill Davids President, Clarence Davids & Company.

“One of the characteristics of the Trinity Christian College campus has been its landscape beauty. Transformed from a golf course, the campus has evolved into a beautiful, verdant campus. Integral to this transformation and continued beauty have been the services of Clarence Davids & Company, who have been a part of our community and development almost since Trinity's beginnings.

The senior Clarence Davids worked hard to landscape and maintain the TCC grounds. His son Bill Davids took over the operation and continues in a partnership with us today. Clarence Davids & Company's professional services and commitment to sustainability along with a staff that always goes above and beyond to make our campus maintain its natural beauty, makes them a company that stands out from all the rest. We are blessed to have been served by Clarence Davids & Company for well over 30 years.

Thanks for your long years of excellent service. We congratulate Clarence Davids & Company on 60 years and look forward to growing with them in the years to come. ”

Dr. George VanderVelde
Vice President for Campus Development

Tim Timmons
Director of Physical Plant

“Relationships” continued on Page 3

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Our 60th Anniversary!



30 Years

All of us feel a need to celebrate "BIG" events in life. 60 years in business is one of those "BIG" events.

There are several key reasons Clarence Davids & Company remains strong in our industry. One of the largest is because of the strength of our client relationships. Our clients recognize the value of building a long term relationship with a professional contractor. Another key factor for our longevity at Clarence Davids & Company is the "Team Building" concept. This allows us to partner with our clients to achieve the ultimate goal of providing quality landscape services, efficiently and economically. This issue of our newsletter highlights several long term clients for which we are very grateful. I would like to thank all of our clients for partnering with us to help us grow and achieve this milestone of 60 years.

Another reason for our longevity is our dedicated employees. This year we recognize several individuals celebrating 25, 30, 35 and even 40 years with Clarence Davids & Company. That is a rare occurrence in today's business climate. Please join me in congratulating the following individuals:

25 Years

Cesario Moreno started as a landscape laborer 25 years ago and quickly rose to one of the company's key landscape foreman. Cesario's experience led to a promotion as project manager in 1998. He used the skills gained as a foreman to manage some of the most complex and prestigious projects the company has undertaken, including outdoor kitchens, retaining walls and other hardscape projects. Cesario is a valued member of the Clarence Davids team because of the dedication and enthusiasm.

Francisco Echeverria has served as maintenance foreman for over 20 years. Francisco services some of our larger properties which he takes great pride and effort to achieve beautiful results.

Jose Plascencia is a hard worker and has years of experience in all departments at our Fox Valley branch. He is also key supervisor in our snow operations.

Samuel Nunez was a crew member for 22 years and was promoted to a maintenance foreman 3 years ago. Samuel brings years of experience and has proven to be a dependable foreman and leader.

Constantino Capetillo is our head mechanic at our Fox Valley branch. He was an assistant mechanic at our corporate shop before being promoted 6 years ago. Constantino plays a key role in keeping our fleet of trucks and equipment in top condition.

Rodolfo Rojas has been a foreman at our Plainfield office for 15 years and brings job knowledge and communication skills to our clients. Rodolfo is a 2nd generation foreman and we are proud of his family's heritage.

Roman Zaragoza was a crew member at our corporate office for 19 years before being promoted to a foreman at our Fox Valley branch. Roman's attention to detail and leadership is evident on the sites that he services.

35 Years

Hermelindo Magana began as a maintenance laborer. His work ethic and attention to detail lead his promotion to maintenance foreman. He serves numerous properties in downtown Chicago. Many client have commented on his desire to exceed their expectations.

40 Years

Jose Marquez is one of our veteran foremen and brings 40 years of experience, hard work and dedication to Clarence Davids & Company. In this day and age it is rare to see this level of dedication and we are proud and thankful of Jose's years of loyalty.

I feel extremely blessed to lead, manage and work alongside such dedicated, gifted and talented group of people.

Our employees are what make Clarence Davids & Company unique. I would like to thank all of our clients for allowing us to develop our "Team approach" to providing quality landscape to your properties. Your trust in us is greatly appreciated.

Thank you for 60 great years!

- Bill Davids
President

design

install

maintain

Outdoor Living Spaces

You have probably all heard the new catch phrases for outdoor patios, whether via HGTV or your favorite gardening magazine. Clarence Davids & Co. has been transforming outdoor spaces into exquisite areas of tranquility, relaxation, entertainment and recreation for families throughout the Chicagoland. With changes in lifestyles, retreating to the outdoors has become a growing trend. Homeowners are reclaiming the space once occupied by old wooden decks, overgrown gardens and play toys.

Our enthusiasm for expanding outdoor living spaces is evident in the highlighted project located at Stonebridge in Aurora, IL. Our sales team, coupled with a dedicated design, staff teamed up to create a functional space while integrating a variety of design elements. The incorporation of multiple paver varieties, sizes and textures demonstrated a unique flair and helped transition the multiple patio levels.

Low voltage lighting was used to highlight and silhouette the new and existing plant material. One of the objectives of the client was to make sure the large outdoor table, which seats 10-12, would fit within the newly designed space. Needless to say, it fit. Clarence Davids & Co. also worked hand in hand with the customer to create "rooms" for various functions of entertaining; such as an outdoor kitchen, complete with overhead lighting, gas grill, warming oven and a drop-in beverage cooler. One of the customer's favorite amenities of the space is the detached buffet staging counter complete with a built in refrigerator. Another fabulous feature to this project is the tranquil seating area integrated with an overhead pergola, flat panel TV and complete outdoor sound system. Many thanks go out to the client and surrounding neighbors for putting up with the noise and dust for the duration of this project. This outdoor living space will be featured in the 2011 Unilock Product Catalog.



Relationships continued from Page 1



Stephen Borden Account Executive, Clarence Davids & Company & Mark Hollo Senior Plant Engineer, Signode.

“**C**ongratulations to Clarence Davids & Company on servicing the landscape industry for 60 years. Clarence Davids Sr. bid the landscaping contract for ITW Signode in 1980 and has maintained the landscaping ever since. I, personally, had the privilege of working with Clarence Davids Sr. since 1984. Clarence Davids Sr. was a hands-on owner; he visited this facility once a week to make sure the expectations of his customer was not only being met but exceeded. Clarence Davids & Company has always been a value-added partner with Signode and I am sure this partnership will continue throughout the next 60 years.”

Mark Hollo
Senior Plant Engineer



Kurt Pflederer Vice President of Design Clarence Davids & Company; Joel Kligerman Director of Facilities & Store Openings at Crate & Barrel; Julia Colpoys General Facilities Manager & Scott Brandel Corporate Services Coordinator.

“**W**e have worked with Davids over 10 years because they understand our branding and the “look” we are going for. We know we will get good value and service for our landscape investment.”

Julia Colpoys
General Facilities Manager



Nathan Mead Assistant Property Manager; Kurt Pflederer Vice President of Design, Clarence Davids & Company & John Derby Property Manager, Habitat Management Company.

“**I** have been the GM for 5 years here at LPT. During that period we have had an excellent relationship with account manager Kurt Pflederer and the entire CD Landscaping team. We are constantly besieged by other landscaping companies so it should serve as a very positive testimonial that we have found CD to be the very best alternative in both pricing and performance over these past 5 years.

Clarence Davids has been working with us at Lake Point Tower Condo Assoc for over 15 years. Congrats on 60! ”

John Derby
Property Manager
Habitat Management Company

Cameo

“I am pleased to be able to tell future clients of Clarence Davids & Company how happy we have been through the many years of their working to beautify our property. Their helpfulness in choosing the right plants for the right locations has been wonderful.

The team who does the physical work are fine men who are always willing to go that extra mile. Everyone from the ladies in the office to the men who do the snow are pleasant to speak with and helpful in anything we ask of them.

It has been a pleasure to know we can depend on them to keep our property looking so beautiful. Cameo congratulates Clarence Davids & Company on their 60th anniversary! ”

Jeanine Peterson

Outdoor Maintenance Officer
Cameo Condominium Association

Chasemoor of Burr Ridge

“I am the President of the Board of Directors and Chairman of the Landscape Committee for Chasemoor of Burr Ridge. Chasemoor is a 35 acre community comprised of 11 ponds and nestled within the groves of mature trees with intricate planting beds of shrubs, perennials and groundcovers. It has been our pleasure to have Clarence Davids & Co manage the extensive landscape and snow removal operations for the past 15 seasons. Their longevity of service is attributed to the knowledge and passion of landscaping brought forth by Tim Hoskins as well as a team of dedicated personnel.

Clarence Davids & Company along with Tim has been the guiding force in keeping Chasemoor of Burr Ridge a distinctive community and one that is very desirous to live in.

We congratulate Clarence Davids & Company on their 60 year anniversary! ”

Brooks Fuller Jr


President
Chasemoor of Burr Ridge

Calumet Business

“Congratulations to Clarence Davids & Company on their 60th anniversary! Their dedication to customer service is amazing. The staff and crews are truly professionals and always go the extra mile to ensure total satisfaction. For over 25 years Clarence Davids has provided first class services with the highest of standards. We look forward to working with them for many years to come. ”

Yvonne Kravitz

Assistant Property Manager
Ashley Capital

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