



WELCOME TO OUR  
**January Newsletter**



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Happy New Year!

As with every new year comes New Year's Resolutions!

We at Bradsher Custom Outdoor would like to share ours with you. As we step into 2025, we resolve to build on the momentum of the past and focus on continuous improvement. This year, we are committed to the continual strengthening of our foundation by focusing on three core pillars: better communication, increased accountability, and enhanced transparency. By improving how we share information, hold ourselves accountable, and maintain openness in all our processes, we aim to foster a more collaborative, efficient, and integrity-led environment. We believe that these principles are essential for our growth and success, and we are dedicated to embedding them into everything we do. Together, these resolutions will help us create a more engaged, accountable, and trust-based culture—one where each team member feels supported and empowered to do their best work. We're excited for the opportunities that 2025 holds and look forward to achieving our goals together.

*Bradsher team*

**Bible Verse of the Month:**

"For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future." -Jeremiah 29:11 NIV

# A letter from the President:

Dear Bradsher Custom Outdoor family and valued clients,

As we welcome the new year, I want to take a moment to express my gratitude for your continued trust and support. 2024 was an incredible year, filled with challenges that allowed us to grow strong and successes that inspired us to push even further. Thanks to the dedication of our team and the loyalty of our clients, we are ready to embrace the opportunities of 2025. This year, we're focused on continuing to provide top quality landscaping services while innovating and adapting to the latest trends and technologies in the industry. Our commitment to sustainability, excellence, and creativity will drive our efforts to enhance outdoor spaces that reflect beauty and functionality. We're also excited about the fresh projects and ideas we have in store for you. Whether it's transforming your backyard into a peaceful retreat, implementing eco-friendly landscaping solutions, or designing captivating outdoor spaces for your business, we look forward to helping you bring your vision to life in the year ahead. As always, thank you for choosing us as your landscaping partner. Here's to a year full of growth, beauty, and success. We wish you and your loved ones a prosperous and joyful 2025.

Warm Regards,

*Stoney Bradsher*





This month, we're excited to highlight a special project that brings warmth, style, and functionality to outdoor living!

Our team designed and installed a stunning gas firepit surrounded by custom seating, creating the perfect space for gatherings. Whether you're roasting marshmallows with family or enjoying a quiet evening under the stars, this setup transforms any backyard into a cozy retreat!





# EMPLOYEE SPOTLIGHT



This month, we're shining the spotlight on two of our staff members, Lori and Brittany, for their exceptional contributions to our office operations. Their continued dedication and hard work have been instrumental in moving our company forward in exciting ways. They have taken the lead in learning and implementing our new Aspire software and customer portal, ensuring a smoother experience for both our team and our clients. On top of that, their initiative in launching the company newsletter has been a game-changer in keeping everyone informed and connected. Their willingness to always lend a hand and go the extra mile embodies the heart of our team. Thank you both for your hard work, dedication, and teamwork—it doesn't go unnoticed!

## January Landscaping Tips

### **Consider heavy pruning or rejuvenation pruning for overgrown shrubs.**

Ornamental shrubs can often become larger than initially anticipated, and regular pruning or shearing isn't always enough to keep them under control. This is a good time of year to evaluate which shrubs might benefit from a substantial downsizing of 50% or more. Prime candidates for this practice include shrubs that are obstructing window views or encroaching on other landscape ornamentals. After this heavy pruning, these shrubs typically have little to no foliage remaining, but they will recover and re-flush in the spring.

This is the perfect time of year to address aesthetic preferences and potential safety issues.



### **Cut back roses and buddleias.**

Both plants can benefit greatly from hard pruning in the winter. This prevents the plants from becoming top heavy, minimizes cross-branching, and encourages air flow which reduces the risk of disease.

### **Limb up low-branching or encroaching trees.**

Large ornamental trees can cause some of the following issues as their canopies mature:

- Obstruction of foot traffic, vehicle traffic, or mower access.
- Reduced visibility.
- Growing into building structures, roofs, and gutters.
- An overcrowded appearance.



As we welcome 2025, we want to wish you and your loved ones a year filled with joy, success, and new beginnings. The start of a new year is always a great time to reflect on growth and set fresh goals—and that’s exactly what we’re doing here at BCO!

We’re excited to continue providing you with exceptional service and helping you create and maintain beautiful outdoor spaces throughout the year. Thank you for being a valued part of our journey. Here’s to a prosperous and inspiring 2025 for us all!

*Thank you for reading!*



A few things to remember

- January invoices will be sent via the new software system so please keep an eye out for those.
- Don’t forget to take advantage of our new customer portal. Your invoice will be accessible here, and it is designed to make managing your projects with us even easier.

<https://bradsheroutdoor.com/>

252-820-5314



P.O. Box 56  
Henderson, North Carolina 27536