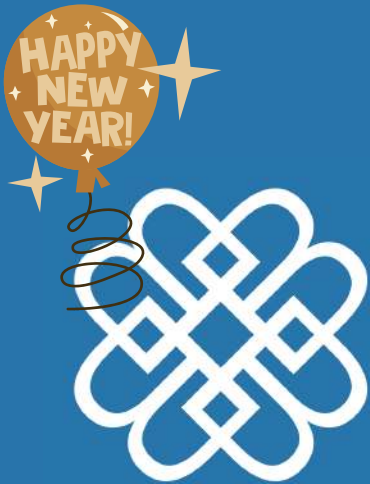




# The Bradsher Brief



As we step into January, we want to take a moment to thank you for trusting Bradsher Custom Outdoor with your outdoor living projects. A new year brings a fresh start, new ideas, and the perfect opportunity to begin planning the spaces where memories will be made in the months ahead.

In this month's newsletter, you'll find inspiration, helpful planning tips, and updates from our team to help you start the year informed and confident. We're proud of the craftsmanship, care, and customer relationships that define Bradsher Custom Outdoor, and we look forward to continuing to serve you in the year ahead.

Here's to a successful start to the new year—and to creating outdoor spaces you'll enjoy for years to come.

#### In this newsletter:

- A Letter From The President
- Showcase Project
- Employee Spotlight
- Landscaping Tips
- Reminders

*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

# A letter from the President:

Dear Bradsher Custom Outdoor family and valued clients,

As we begin a new year, I want to take a moment to thank you for your continued trust and support of Bradsher Custom Outdoor. The start of January is always a time for reflection, planning, and setting goals, and we're excited about what this year has in store.

Our commitment remains the same: delivering quality craftsmanship, dependable service, and outdoor solutions that add lasting value to your home and property. This year, we look forward to expanding ideas, refining our processes, and continuing to serve our customers with the same care and integrity you've come to expect from us.

Winter is also a great time to plan ahead, and our team is already preparing for the upcoming seasons. Whether you're considering improvements, maintenance, or a brand-new outdoor project, we're here to help guide you every step of the way.

On behalf of our entire team, thank you for being part of the Bradsher Custom Outdoor community. We wish you a safe, successful, and rewarding year ahead.

Warm Regards,

*Stoney Bradsher*

At Bradsher Custom Outdoor, our mission and core values are the foundation of everything we do. They guide how we work, how we serve our clients, and how we support one another as a team. More than words, they represent the standards we hold ourselves to every day.

### **Mission Statement:**

**Bradsher Custom Outdoor was founded with a heart to serve people first, and then create products and services worth investing in.**

**As we continue to grow, we will expand to new industries and sectors, doing our best to develop people, products, and services that make our community better.**

**We will be unwavering in our mission to impact and develop people in everything we do.**

### **Core Values:**

**BCO: Where excellence meets integrity**

**B Build: We develop strong foundations and growth pathways to equip our team with unwavering drive to compete to achieve success.**

**C Cultivate: We foster an environment of continuous development and learning through mutual flexibility, strategic innovation, and purpose-driven versatility to advance our people, products, and service.**

**O Open Doors: We encourage individuals to rise above challenges, reach new heights, thrive and advance in finding their potential for maximum success.**

# THE BRADSHER CUSTOM OUTDOOR LEADERSHIP TEAM



STONEY BRADSHER  
PRESIDENT



LORI JONES  
CONTROLLER



ANTONIO ARELLANO  
OPERATIONS  
CONSTRUCTION MANAGER



GLENN SHORT  
LAWN MAINTENANCE  
OPERATIONS MANAGER



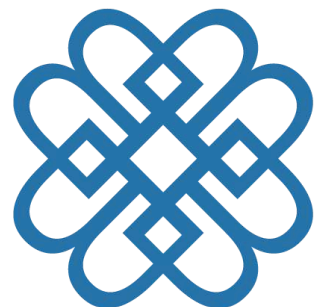
GREG AUDET  
SENIOR LAWN MAINTENANCE  
AND ENHANCEMENT ACCOUNT  
MANAGER



MADDISON ROBERSON  
MARKETING  
COORDINATOR



JOHNNY LOPEZ  
LAWN MAINTENANCE AND  
ENHANCEMENT ACCOUNT  
MANAGER



# EMPLOYEE SPOTLIGHT

This month, we are proud to spotlight Johnny Lopez for his continued dedication, professionalism, and leadership as one of our Lawn Maintenance and Enhancement Account Manager.

Johnny plays a critical role in supporting both our clients and field teams. He consistently ensures that expectations and job details are clearly communicated, helping projects run smoothly from start to finish. His ability to stay organized, proactive, and solutions-focused allows him to handle challenges efficiently while maintaining a high level of service.

What sets Johnny apart is his genuine focus on relationships. He takes the time to listen to clients, follows through on his word, and works hand in hand with our crews to deliver work that reflects Bradsher Custom Outdoor's standards.

His attention to detail and pride in his work reflect positively on the entire team. Johnny also leads by example. He is dependable, approachable, and always willing to step in to help where needed. His work ethic and positive attitude contribute to a strong team environment and help set the tone for professionalism across our operations. Thank you, Johnny, for your hard work, dedication, and the impact you make every day. We appreciate everything you do and are proud to have you as part of the Bradsher Custom Outdoor team.



## JANUARY LANDSCAPING TIPS

### **Prune While Plants Are Dormant**

January is an ideal time to prune trees and shrubs. Dormant pruning encourages healthy spring growth and reduces the risk of disease.

### **Monitor Irrigation Systems**

Ensure irrigation is turned off or properly winterized. Inspect for leaks or damaged heads before spring activation.





*Wishing you a year filled with new opportunities, success, and great moments ahead from all of us at Bradsher Custom Outdoor. Cheers to an amazing year!*



January sets the tone for the year, and we're off to a strong start. Thank you for your continued support. We look forward to serving you throughout the year with quality craftsmanship and dependable outdoor solutions.

Don't forget to follow us on social media for holiday updates, winter tips, and behind-the-scenes looks at our latest projects. ❄️

– The Bradsher Custom Outdoor Team

*Thank you for reading!*



A few things to remember

- Don't forget that invoices are now sent out at the **beginning** of the month!
- You can pay your invoices directly through your Customer Portal! If you haven't set one up yet, please email us at [admin@bradsheroutdoor.com](mailto:admin@bradsheroutdoor.com) and we will get you set up!

# JANUARY

| Sunday                         | Monday                              | Tuesday   | Wednesday | Thursday                  | Friday                                  | Saturday  |
|--------------------------------|-------------------------------------|-----------|-----------|---------------------------|---|-----------|
|                                |                                     |           |           | <b>1</b><br>New Years Day | <b>2</b><br>Lori Jones Work Anniversary | <b>3</b>  |
| <b>4</b><br>Jose Cruz Birthday | <b>5</b>                            | <b>6</b>  | <b>7</b>  | <b>8</b>                  | <b>9</b>                                | <b>10</b> |
| <b>11</b>                      | <b>12</b>                           | <b>13</b> | <b>14</b> | <b>15</b>                 | <b>16</b>                               | <b>17</b> |
| <b>18</b>                      | <b>19</b><br>Martin Luther King Day | <b>20</b> | <b>21</b> | <b>22</b>                 | <b>23</b>                               | <b>24</b> |
| <b>25</b>                      | <b>26</b>                           | <b>27</b> | <b>28</b> | <b>29</b>                 | <b>30</b>                               | <b>31</b> |

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|   |  |
|---|--|
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