

May 2012

THE NEW JERSEY

Landscape Contractor

The Official Publication of the New Jersey Landscape Contractors Association

**If You Build It,
They Will Come**

**Converting Spray Beds
to Water-Saving 12mm
Dripline**

**Install a Green Roof and
Enjoy the View**

**Finding Treasure Buried
in the Woods of NJ**

**Contractor Focus:
Hewson Landscape, Inc.**



Contractor Focus: Hewson Landscape, Inc.



A certified Women's Business Enterprise, Hewson Landscape was founded by Shelly and Rick Hewson in 1988. Shelly knew early on she wanted to be an entrepreneur. After previous careers (Rick owned his own excavating company and Shelly worked in sales), both continued their education, completing horticulture classes at Rutgers University.

Even after decades of experience, they're both passionate about learning. "Education never stops," Shelly says. "We are continually taking classes, visiting display gardens, going to conferences and consulting with colleagues."

And they're passionate that each client gets the highest quality service - with a fast response, always within budget. "If clients need a job to be done quickly, we can make it happen," Rick says. "If there's an urgent need, we'll meet it."

Hewson Landscape, Inc., a member of the NJLCA since 2005,

construction equally. Larger corporations are taking longer to make decisions and scrutinizing their budgets more." But Shelly also feels that their fourth quarter is going to be the best so far this year. And from what NJLCA has heard from our members, things do appear to be looking up for the industry.

Shelly loves being a part of associations and is a past Chairwoman of the Board of the NJLCA and the current Vice President of NJ LICA (Land Improvement Contractors Association). She says, "Being a part of an association has helped me every step of the way in growing my business and taking it to the next level." She feels that the networking, finding go-to people on specific topics, being able to pick the brains of other owners is one of the greatest perks. "Everybody doesn't do everything," she says, "From associations, I can call on someone for help on a specific job, or even hire another member as a sub-contractor for those sectors that we aren't involved in."

In addition, Hewson Landscape feels that the safety information she receives, via eblasts, safety newsletters, and information received at meetings is invaluable in making sure that her company is doing everything it possibly can to be safe, particularly



provide a variety of maintenance and installation services to utility companies, commercial and industrial properties, along with government and local municipalities. They offer Utility company services, such as Right of Way Mowing and Side Trimming, weed abatement, tree removal, stump grinding and land clearing. They also offer both commercial and residential design and installation services, including tree, shrub and perennial planting, drainage, hardscape and softscape installations, and maintenance services including pesticide and fertilizer applications.

For a time they operated a successful roll-off business and offered it as an add-on service for their clients. Shelly and Rick recently decided that this sector of their business was taking them away from what they truly wanted to do, and sold the roll-off business as a turn-key operation.

Hewson Landscape, in keeping with their passion for education, learned more efficient and greener ways to run their own operation. They use a waste oil furnace at their shop, and recycle all of their used oil to use for heat. They also had the local utility company assess their shop for efficiency and replaced all of the lighting as a result.

When asked how the economy has affected their business, Shelly states, "I am seeing the economy affect every segment of

because she works with utilities and industrial properties, where safety is of the utmost importance. The information that she receives as a member of an association helps her as a business owner. For instance, NJLCA recently held a class at Foley, Inc., where Landscape Management Network (LMN) spent two days working with business owners on their budgeting and estimating. Shelly feels that this class has helped her business tremendously by allowing her to bid and estimate with confidence. Just as importantly, forming relationships with various associates keep her on the cutting edge of the latest equipment and services.

Hewson Landscape is also a proponent of the H-2B program and has participated in NJLCA Fly-In legislative days, where she learned through other members how they handle the ins and outs of the H-2B program. Shelly says of being a member, "Why recreate the wheel, when I can be a part of an association and go to someone else who has the pulse of the industry that I am in?"

If you would like to be considered for "Contractor Focus" or "Associate Focus" in our next issue, please contact NJLCA at (201) 703-3600 or e-mail info@njlca.org