

THE NEW JERSEY

Landscape Contractor

The Official Publication of the New Jersey Landscape Contractors Association

The Employment Issue



THERAPY SERVICES

Occupational Therapist - FT

Must have Ohio licensure required

Position Vacancies
Full Time Opportunities for:
OT, PT, PTA

Previous inpatient rehab, acute or general
nursing therapy experience desired. Must
have Ohio licensure required

HELP WANTED

experience in in/outpatient hospital or rehab de-
scribed. Responsible for compilation of
medical data, ICD-9-CM coding, CCA
certification preferred. Previous
experience in a medical records
department in an acute or rehab hospital

Contractor Focus: Environmental Landscape Design



I met Aaron Noorigian, Owner of Environmental Landscape Design (ELD) in Wall, NJ, for the first time (in person) at an open house held by Route 34 Landscape Supply last year. He has been a member of the NJLCA for over 15 years and I was very impressed when he spoke about how his operations work at his company. Aaron is serious about making sure that all of his licenses, certifications and registrations are up to date and explained how he has no problem with competition, so long as everyone is on the same playing field.

Since its inception in 1996, the company has grown from a small scale business to a large corporation, with a reputation for excellence among colleagues and clients. As ELD has expanded in its size and breadth of service offerings, their simple formula for success has remained the same: They offer clients the very best quality of service, while employing exemplary institutional knowledge of the best plantings and practices for the New Jersey coastal area.

Aaron holds a Bachelor of Science degree in Ornamental Horticulture and Environmental Design from Delaware Valley University.

When asked about how he got started in the landscaping field, Aaron replied, "As a young man, I began as a landscape maintenance business. I quickly noticed that a lot of homes had the same old-fashioned 'Yew and Compact Japanese Holly Hedge' style landscapes. I was eager and wanted to introduce a different style of landscaping. I wanted to be unique."

Environmental Landscape Designs now offers a plethora of services. They provide landscape architecture, hardscaping, drainage, excavating, grading, softscape, irrigation, lighting and continue to offer maintenance. Aaron says that their focus is listening to their customers and providing them with ideas and services that exceed their expectations.

He continues, "As an owner/CEO, I pride myself in training and developing a management team specializing in all aspect of the industry, especially customer service. We cater to our customers. Every job we complete is unique to the customer's likes and dislikes. We also make sure the

landscape we install complements the style and architectural design of their home."

Aaron's claims are clearly shown in their portfolio on their website (www.eldlandscape.com), where there are pages upon pages of magnificent landscapes, hardscapes, outdoor living spaces and more, not one the same as the next.

As we had discussed at the open house, Aaron agreed that licensing and certifications are very important, keeping everyone on an even playing field. The fact that there are so many federal and state regulations and agencies to deal with presents an obstacle, but ELD strives to be the best and won't try to compete with those that are not following the rules of the industry. Their product/service shows their expertise and knowledge and earns them the rates that they charge, being a company that is often chosen to work for the most elite, exclusive communities on the Jersey Shore.

I asked Aaron what three things he would tell a young person starting out in the landscaping industry. Not surprisingly, he replied:

1. Obtain a degree in horticulture, preferably a Bachelor of Science
2. Communicate clearly with your customers and be attentive to their needs. Know your product and be confident.
3. Obtain all required licenses and certifications.

ELD is involved with several associations, such as



SIMA, NJLCA, ICPI, NJBIA and CAI. Aaron feels that one of the major benefits he has gained from NJLCA is "their representation of our industry in Trenton." He continues, "I also like having an organization that I can talk to about new ideas and/or troubleshooting."

As for NJLCA, we enjoy having members like Aaron and Environmental Landscape Design that represent the best parts of being in the green industry, including professionalism, quality workmanship and a great attitude!