



CONSTRUCTION JOKE OF THE MONTH

Yesterday was my first day working on a construction site, and being the new guy I felt pretty sure that as a prank, someone would send me to fetch something that didn't actually exist, you know, like 'striped paint' or something like that.

Sure enough, someone ran up to me telling me to get an 'Air Ambulance'. I thought "Yeah right! Like I'm falling for that one!"

I'm now unemployed again and due in court next week.



SOCIAL MEDIA IS KING - Connect to Zenere!

There was a day when businesses counted on word-of-mouth for most of their customer referrals. While that may still be true, the word-of-mouth has quickly evolved into "word-of-media."

Businesses must stay on top of social media trends in order to keep themselves relevant. With all of the options available, that responsibility is a tall order these days.

It has been said that in the old days companies would tell their custom-

ers what they wanted or needed by publishing product catalogs. Today, the reverse is true as customers tell companies what they want by spreading the word (good or bad) through social media!

Zenere is aware of the importance of social media and regularly posts relevant material for fun, education, and insight into the world of construction. Be sure to stay in touch by checking our Facebook page (fb.com/zenerecompanies) and our website at zenerecompanies.com. We are also represented with LinkedIn and other accounts online.

ZENERE HAPPENINGS

Let's Talk Land Fills...

One of the biggest benefits of working with earth-moving equipment is that at the end of the day, evidence of work accomplished is quite obvious. There are few things more satisfying than looking at the before/after pictures of a large excavation project, knowing how many tons of earth were moved to make things beautiful.

Zenere has the privilege of working with several large landfill projects. A landfill is perhaps one of the best examples of the amazing transformations that can be accomplished with the right equipment and know-how.

Many of the Zenere landfill projects conclude with hydro seeding or other methods for leaving the property in great condition.

What starts out as undesired material piled in an unattractive wasteland ends up as a beautifully landscaped

green region suitable for scenic photos and outdoor recreation.



ZENERE HAS DIRT!

Need Soil? **Zenere** is in the soil business. Who better to provide you with all grades of top soil than those that are already the experts at moving it? We have soil for all purposes - TACO Tier 1, pulverized, rough - we can have it delivered or ready for pick-up. Contact us at 708-877-9306 for more information.



Just what does Zenere do?

Excavating - including large landfill projects and commercial site preparation.

Snow Removal - Who needs this in Chicago, right?

Landscape Installation - including malls and other commercial projects

Landscape Maintenance - We can take care of what we install!

Trucking - Dirt, rock, gravel, sludge - if it needs to travel, we'll take it.

RICH DIET?

One afternoon a rich man was riding in his limousine when he saw two men along the roadside eating grass. Disturbed, he ordered his driver to stop and he got out to investigate.

He asked one man, 'Why are you eating grass?' 'We don't have any money for food,' the poor man replied. 'We have to eat grass.'

'Well, then, you can come with me to my house and I'll feed you,' the rich man said. 'But, sir, I have a wife and two children with me. They are over there, under that tree.'

'Bring them along,' the rich man replied. Turning to the other poor man he announced, 'You come with us, also.' The second man, in a pitiful voice then said, 'But sir, I also have a wife and six children with me.'

'Bring them all as well,' the rich fellow answered. They all climbed in the car, which was no easy task, even for a car as large as the limousine. Once underway, one of the poor fellows turned to the rich gent and said, 'Sir, you are too kind. Thank you for taking all of us with you.'

The rich man replied, 'Glad to do it. You'll really love my place. The grass is almost a foot high.'

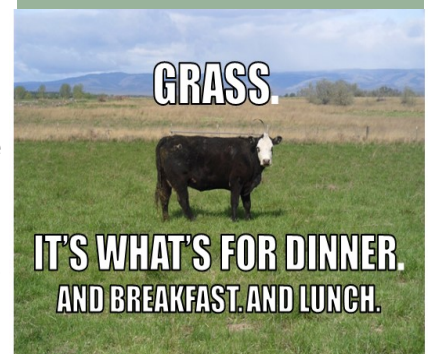
Values...

"Imagine life as a game in which you are juggling some five balls in the air. They are **Work, Family, Health, Friends** and **Spirit**, and your keeping all of these in the air.

You will soon understand that **Work** is a rubber ball. If you drop it, it will bounce back. But the other four balls - **Family, Health, Friends** and **Spirit** - are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for it.

Work efficiently during office hours and leave on time. Give the required time to your family, friends & have proper rest. *Value has a value only if its value is valued.*"

- **Bryan Dyson, Former CEO of Coca Cola**



Computer Tip of the Month

How many times have you complained about the speed of your PC? It seems ironic that we have devices capable of processing millions of calculations each second and we still get impatient with them!

Nevertheless, there is one easy "speed-up" tip for any computer running Windows. Logic will tell us the more applications that are up and running, the more work a PC has to do. Therefore, closing unused applications will speed up any PC!

This includes those tiny icons down by the clock in the lower right-hand corner of your monitor. Each icon represents another program at work. Take a look through them to see which of them could possibly be disabled. A simple right-click on any of them will reveal a "Quit" or "Exit" option.

Giving your PC less to do makes it much faster!

LANDSCAPING TIP of the MONTH

Consider using native plants!

Wondering about replacing portions of your lawn? Consider using native plants because they will save time and money while benefitting the environment. The EPA adds many more great reasons:

1. Native plants do not require fertilizers. Most fertilizers are harmful to the environment.
2. Native plants require fewer pesticides than lawns.
3. Native plants provide shelter and food for wildlife.
4. Native plants require less water than lawns. They can also reduce water runoff and flooding.
5. Native plants help reduce air pollution. Natural landscapes do not require mowing!
6. Native plants provide shelter and food for wildlife.
7. Native plants promote biodiversity. They can even invite butterflies and birds.
8. Native plants save money! Consider the cost of maintaining a lawn.

A SOLID HISTORY

Deep Roots Bring Zenere Success

The history of Zenere cannot be told without the mention of family. The Zenere family has survived the ups and downs of starting a business and has seen a history of growth and success.

Roy Zenere started the company in 1962 with just a \$10,000 mortgage, a backhoe, and a truck. His son Greg, who is now president, notes that his dad operated the equipment while his mother (who was pregnant) would drive the truck.

When Greg was just 23 years old, his father passed away. The company would continue to move ahead as the family pulled together to make it happen. They had little choice as the bills kept coming and there were five more kids at home.

With the help of multiple jobs

throughout the Chicago area, Zenere continued to grow to its present size, which includes an office staff of nearly two dozen, an impressive array of earth-moving machines, and a large group of superintendents and operators who handle projects, including huge landfills, excavating, commercial snow-removal, commercial landscape maintenance, trucking, and now soil sales!

Every successful business venture moves ahead with at least one special ingredient - hard work. Zenere took advantage of another ingredient - family. When the Zenere family would encounter tough situations, they did what any other successful business owner would do. They dug in and kept moving. The result is a tradition of quality, value, and dedication that makes Zenere proud!

Zenere Companies

info@zenerecompanies.com
317 E Margaret St, Thornton, IL 60476
(708) 877-7306