

## What Was Old Is New Again

About 18 months ago, Caroline, our marketing director at the time, began a re-branding campaign of SLA to commemorate our ten year anniversary. The branding campaign included a new logo, new marketing materials and a new website. The new logo and the marketing materials progressed quite rapidly and were unveiled in October 2010. You have seen our new logo now for over a year.

The website, however, proved to be a much larger project. One year later, October 2011, our re-branded website went live. It features a modern look and layout with accessibility to our firm background, project photos, list of awards and honors, and all issues of the SLAM. Take a few minutes and browse our site at [www.southwickla.com](http://www.southwickla.com) and get reacquainted with what we do.



Rebranding is a big task and requires a lot of time and effort. Each person at SLA contributed to the success of our rebranding program from ideas to graphics to production. Special thanks go to Caroline Hicks for spearheading the process and Joe Vickers for designing the website. The entire staff at SLA is very talented and diverse in abilities. We will continue to provide all of our clients personalized and unique landscape design services.

“The optimist proclaims that we live in the best of all possible worlds; and the pessimist fears this is true.” - James Branch Cabell

## FAVORITE FLORA: ECHINOCACTUS GRUSONII- GOLDEN BARREL CACTUS



Very common in landscapes around Las Vegas, the Southwest United States and favorable climates around the world, the Golden Barrel Cactus (*Echinocactus grusonii*) is considered to be critically endangered in the wild. Over-collecting and habitat destruction has drastically reduced the populations of this slow growing native of Mexico. The Golden Barrel Cactus or “Mother in laws cushion,” has a green-ribbed, rotunda body with yellow spines. Their colorful spines help protect the plant from the sun. Older plants tend to lean to the south or southwest so the spines can provide shade on the sides of the body that are exposed to the most sun. The Golden Barrel Cactus has yellow blooms sprouting from the top of the body. A single flower may last only a day, but there are a cluster of buds that bloom in the early spring. Their average size is 18 to 24 inches but older specimens can grow up to 3 feet tall.

In Las Vegas the Golden Barrel Cactus is best when planted in well drained soil in full sun to light shade. Be careful not to plant where it will receive reflected heat. It can be planted in desert landscapes with Agaves and ice plant, for a clean minimalist look. However, it also looks great as an accent plant with Aloes and lush, tropical plants. There is virtually no maintenance for the Golden Barrel Cactus.

Photo of the Month



View to Rabbit Island  
Oahu, Hawaii  
Cori Saflly

Have you ever wanted a copy of a featured Photo of the Month? Email us with the issue date and we will send you a digital copy to use as your desktop wallpaper or screen saver!