



# NEW CASTLE

LAWN & LANDSCAPE

— Transforming properties & impacting lives since 1994 —

Happy 2026! Thank you for being a New Castle supporter! As we step into 2026 stronger than ever, we wanted to recap our 2025 with you, our valued friends and clients that help make it all happen. Thank you for being a part of our ever-evolving journey!

# 2025

Year in review!



# COMMUNITY FIRST

AT NEW CASTLE, GIVING BACK ISN'T JUST SOMETHING WE DO;  
IT'S WHO WE ARE.



## SUPPORTING OUR HEROES

In February, our team had a blast at the 8th Annual Friends of the Reading Police K9 Unit Fundraiser at Hiester Lanes, supporting the incredible K9 officers who keep our community safe. A special shout out to Suzy Rae Design for organizing such a fantastic event year after year!

## HONORING OUR FALLEN

On Memorial Day, the New Castle team proudly participated in the Shillington Memorial Day Parade, standing in remembrance and deep gratitude for the brave men and women who gave their lives in service to our country.



## CELEBRATING THE ARTS

The Turf Tappers (Zhane Stephenson, Devin Wiley, Connor Gehman, Taylor Morales, and Zach Gardner) took to the dance floor at the Dancing with the Reading Stars: Battle of the Businesses on May 2nd to raise funds for the Yocom Institute for Arts Education. Their dedication to supporting arts education for local youth embodied our commitment to enriching our community.

## COMMUNITY BEAUTIFICATION



Our crews volunteered at the Pottstown Regional Public Library in September, cleaning up the landscape and making a meaningful impact for the community. We also completed a lawn rejuvenation project at the Wyomissing Public Library, creating a smooth, polished surface that will serve the community for years to come.

## HOLIDAY SPIRIT

Members of our Client Care team spent a day decorating a tree at Reading Hospital to help kick off the holiday season. We also partnered with the John Paul II Center for Special Learning, featuring custom biscotti lovingly made by students paired with NC coffee mugs as holiday gifts, with all proceeds going directly back to the school.



## WE KEEP LEARNING!

Education and continuous improvement are core to who we are at New Castle. Throughout 2025, we invested heavily in developing both our team and the broader landscape industry.

### INDUSTRY LEADERSHIP



In January, we hosted a two-day learning workshop alongside Frank Bourque where industry professionals learned how to take their businesses from good to great. Our team shared processes, challenges, and solutions to help tackle common landscape industry obstacles.

In February, we led a hands-on training session at Sunny Meadows Garden Center in Maryland, working with professionals from Pennsylvania, Maryland, and West Virginia on paver repair, plant health care, and proper pruning techniques for ornamental shrubs and trees.

### TEAM DEVELOPMENT

Our supervisor training day in February was filled with strategic discussions, fresh ideas, and plenty of laughter as we prepared for an exceptional 2025 season! This day is reserved for training, team building and studying best practice so that we hit the ground running every new year!

Continuing our commitment to team development, Adrien Cibulsky, Zhane Stephenson, and Dan Macrina completed supervisor training modules through the Greater Reading Chamber Alliance.



# SCHOOL OUTREACH

## PARTNERSHIP WITH BCTC

Level 3 Advertising Art & Design students took their talents on the road to New Castle, where they designed advertising campaigns aligned with our brand identity. Students presented their final designs to our marketing team, participated in a professional meeting, and toured our facility. Thank you to Tricia, Phil, and Hugo for mentoring these future professionals!



## PROFESSIONAL CONNECTIONS PROGRAM

In April, we welcomed students from Goodwill Keystone Area's Professional Connections Experience Program for a facility tour and industry insights. We also worked with the Berks Business Education Coalition to host students from Wyomissing Area School District, Exeter Township School District, and Daniel Boone Area School District, offering workshops with tree crew demonstrations and hands-on learning.



## INDUSTRY REPRESENTATION

In April, CEO Brad Stephenson represented New Castle in Nashville, TN, at the Lawn & Landscape Builders Summit, serving on a panel of experts sharing knowledge about growing landscaping businesses aggressively and sustainably.

Later that same month, Brad had the honor of MCing a panel discussion on culture for Snow Alliance 2025, a testament to New Castle's reputation as an industry leader. Additionally, Brad Stephenson has become an advisor and spokesman for Leanscaper. Leanscaper is a resource gold mine made up of seasoned operational experts who are certified in the LeanScaper Operating System and provide hands-on partnership (coaching, not just consulting) to help landscape businesses solve operational bottlenecks, accelerate strategy, and drive measurable results.



**“IF YOU WANT TO GO FAST,  
GO ALONE. IF YOU WANT TO  
GO FAR, GO TOGETHER”**



## ENGINEERING AHEAD COHORT, A STEM PROGRAM BY VOICEUP BERKS

The 2025 Engineering Ahead cohort spent a day at Reading's Egelman Park, exploring solutions to make the park more accessible. Phil Neri, our designer, provided expert guidance as students assessed the site and considered real-world design solutions, a powerful example of learning through community impact.

### TOUCH-A-TRUCK EVENT

In April, we participated in the 18th annual Junior League of Reading Touch-A-Truck event, providing free beach buckets to kids and giving families a chance to see our equipment up close. Our team looks forward to this opportunity every year. It's a great way to give back and get to interact with the community that helps us to continue our mission of transforming properties and impacting lives.

### EARTH DAY - ROOTS & SHOOTS INITIATIVE

At the Wyomissing Earth Day Celebration & Farmer's Market in April, Andy delivered a beautiful Dawn Redwood tree as part of our "Roots & Shoots" initiative. Children had the opportunity to help plant the tree, fostering environmental stewardship in the next generation. We love being able to share our knowledge and passion with others.



# NEW FACES, POSITIONS AND MORE

We welcomed several talented individuals to the New Castle family in 2025. These individuals have helped us continue to grow as a company and forward our mission of transforming properties and impacting lives! We are very grateful to great people join our team!



Lindsay Breidenstein



Austin Bixler



Antonio Solorio



Zakary Hornberger

## EMPLOYEE OF THE MONTH WINNERS

Every recipient of the Employee of the Month award is voted upon by their peers and is someone who exudes our company's core values: Cares, Determined to Improve and has a Great Attitude!



Austin Bixler



Emilio Herrera



Angel Gonzales



Cheliese Coldren



Matt Hall



Jaime Gonzales



Jose, Isai & Juan

## READING TO 50 BUSINESS AWARD



Always a fun evening! We were honored to stand alongside so many incredible local businesses as members of the Greater Reading Chamber Alliance and receive recognition as one of the top 50 Businesses of Reading. Being part of a community that celebrates growth, connection, and impact is something we're truly grateful for.

Here's to continuing to grow together and make Berks County an even better place to live, work, and thrive!

## SPECIAL PROJECTS AND COMMUNITY IMPACT



### ROBERT W.F. CIFERRI MEMORIAL GARDEN

In collaboration with Tony Dinatale of Worm's Hardscaping & Landscaping, we completed a stunning sensory garden at the Reading Public Museum designed to engage all five senses. The May 4th ribbon cutting ceremony celebrated this beautiful tribute to Bob Ciferri's deep love for nature. Thank you to Chandler Lodge 227 and Jessica Prutzman for making this meaningful project possible.

# CONNECTIONS AND CULTURE

In June, our admin team traded spreadsheets for strawberry baskets, taking our staff meeting on the road to Weaver's Orchard. From strategic planning to strawberry picking, team bonding has never been so "berry" fun!



In July, we hosted an unforgettable "Cultivating Connections" Networking@Night event in partnership with the Greater Reading Chamber Alliance. With garden-inspired grazing, signature herb-infused cocktails, a plant personality quiz, and a take-home plant wall, the evening celebrated meaningful professional relationships. Thank you to Russo's Gourmet Market and event planner Sara Miller for making the night memorable!



In August, we celebrated our company picnic, a time to work hard, play hard, and get to know each other and our families better. Our people are of the highest value to us!

## JOHN PAUL II CENTER GALA

Our team created spectacular entrance displays for the John Paul II Center for Special Learning Gala at the DoubleTree Reading, with Angel designing and pulling together show-stopping decorations that set the perfect tone for this important fundraising event.

John Paul II Center serves children and adults with intellectual and developmental disabilities in a safe and nurturing Christian environment by providing diversified programs. They acknowledge the dignity of all learners while challenging them on a daily basis to reach their God-given potential. At New Castle Lawn & Landscape, we are honored to support organizations like John Paul II Center that create spaces where all members of our community can thrive, grow, and experience the respect and care they deserve.





## HONORING SOFIA MACRINA

On World Kindness Day (November 13th), New Castle honored the memory of Sofia Macrina, daughter and princess of Dan and Vanessa Macrina and sister to Aurora. Our team wore purple in Sofia's memory, celebrating a young girl who taught and inspired those around her every day with compassion, grace, honesty, and loyalty. We encourage everyone, wherever they are, to BE KIND in honor of Sofia, always.

## BASEBALLTOWN DREAM LEAGUE

Our team swapped pavers for baseball gloves, spending heartwarming evenings at the Baseballtown Charities Dream League, volunteering with players alongside our friends from Brentwood Industries. These inspiring moments remind us that giving back is what truly fuels us.



## MEDITATION GARDEN AT HOPE RESCUE

We are inspired by the extraordinary vision and dedication of Luca Mele and the Youth Volunteer Corps team who transformed an underutilized space at Hope Rescue Mission into a beautiful meditation garden—a sanctuary of calm and contemplation for those experiencing homelessness in our community. Through Luca's leadership and the collective effort of youth and adult volunteers, what was once an empty field between the men's and women's shelters has been reimagined as a welcoming refuge complete with handmade benches, wildflowers, aromatic grasses, wind chimes, and birdhouses. This project represents far more than landscaping; it's a testament to the power of young people recognizing that everyone deserves access to natural beauty, peace, and dignity during life's most challenging moments. At New Castle Lawn & Landscape, we are deeply honored

to have played a small part in supporting this meaningful work alongside other generous community partners, and we're grateful to witness firsthand how compassion, creativity, and action can come together to make a lasting difference in the lives of our neighbors.



# COMMUNITY PARTNERSHIPS

Collectively as a team, we remain proud members of the Greater Reading Chamber Alliance, celebrating growth, connection, and impact alongside incredible local businesses that make Berks County an exceptional place to live, work, and thrive.

Additionally, living out our core value of community service, New Castle team members dedicate their time and talents by serving on boards and volunteering with organizations including the John Paul II Center for Special Learning, Junior League of Reading, Dayspring Homes, Caron Foundation, Lighthouse Women & Children's Center, and churches throughout Berks County.



## EXPERIENCE BERKS PROMO



Congratulations!

Congratulations to the winners of our Experience Berks promotion! These homeowners invested in transforming their properties and walked away with \$1,000 in local Berks County experiences: a beautiful landscape AND unforgettable adventures!

**Co-Founder and President Brian Cuccaro** has been a true behind-the-scenes powerhouse for New Castle this year. From tackling countless technology integrations to streamlining the systems that keep everything running smoothly, Brian focused on one thing: making your experience even better. His work helps our team communicate faster, stay more organized, and deliver a more consistent, stress-free client experience, every step of the way.



## A LEGACY OF SERVICE

In Spring of 2025, we had the honor of attending a celebration marking the 100th Anniversary of United Way of Berks County. During the event, a maple tree was dedicated in honor of Irv Evans, a lifetime volunteer of the organization and the late father of our team member, Chad Evans. Seeing community leaders come together to recognize service, legacy, and impact is exactly the kind of work we will always stand behind and support as a company.



## HAPPY NEW YEAR

As we reflect on 2025, we're filled with gratitude for the unwavering support and trust our community has placed in us. Your partnership has been instrumental in our success and growth. Together, we've accomplished incredible things, and we're excited to build on that momentum as we step into 2026.

We wish you an incredible year ahead filled with growth, joy, and the kind of outdoor moments that make life beautiful. With your continued support, we're ready to make an even bigger impact delivering exceptional service, fostering meaningful connections, and contributing to the communities we care so deeply about.

**Thank you for being an integral part of our journey.  
Here's to YOUR extraordinary 2026!**

