



CMS Curb Appeal

A more personal approach to lawncare

Round 5, 2010
413-533-3300



Help to repair the effects of a hot and dry season by de-thatching areas where brown dry grass is threatening good healthy grass. With a thatch rake, thoroughly rake out the affected areas and remove the clumps of dry grass.

Fall is another key period for liming to correct soil pH and for fertilizing your lawn. Fertilizing in late Fall is critical to encourage the turf's root system and aid in its ability to store nutrients to survive the winter.

The end of the season is the perfect time to sharpen the blades on your mower and other yard tools. Sharp blades mean a healthier, cleaner cut to grass blades. Drain the old gas from the mower after the last mowing, check and clean spark plugs, change the air filter and perform other general maintenance as per your mower's manual.

From the Top

It's that time of the year when the lawn usually starts to recover from the stresses of a normal summer. And this year has been anything but normal. If you recall my writing in the last Curb Appeal, I talked about what the effects of a prolonged drought would be. As we predicted, we are seeing considerable drought stress damage that will not recover on its own. The areas of thick thatch, $\frac{3}{4}$ " or more, are probably the worst with no recovery at all. Core aeration and drop seeding will start to promote some new growth in these areas but the thick thatch will impede the development, thickening-up and density. Short of ripping it out, not much will help.

I would like to thank all of you for your patience and understanding during what has been an extremely hot and dry season. As hard as we try to promote healthy turf and communicate what we can and can't do in such times, we sometimes drop the ball. So, if you ever have any thoughts or concerns about our services, please call us. We are always trying to improve what we do for you.

From Elaine's Corner of The World

SNOPEN

The date is set for Sunday, November 7th for our annual SNOPEN Golf Tournament at Grassmere Golf Course on Town Farm Road in Enfield, CT. Golf will be followed by a delicious dinner at The Hazard Grille, Route 190 in Enfield and it's all for a great cause: "Autism Speaks". The price is \$55.00 per person and includes 9 holes of golf, cart and dinner. Tee off with a shotgun start at 1:00 pm. If you don't golf - come for dinner at 4:00 pm for \$25.00 per person. Call Elaine for reservations soon as space is limited. (413) 533-3300.

FOOD DRIVE

Starting when we deliver our Round 5 services, we will again be participating in the Mayflower Marathon Food Drive. When we call to let you know that we'll be out to do your last application for the season or to drain your sprinkler system, we'll remind you that we are collecting non-perishable food items for the Open Pantry. Please consider leaving a bag (small or large) with a donation on your steps, and we will pick it up when we come out. We have the GREATEST and most generous customers and have increased the donations every year. Maybe this year we'll have TWO trucks full. Thank you so much for all your support.

EMAIL ADDRESSES

Don't forget to send us your e-mail address. You'll get up-to-date information and newsletters "hot off the press". I promise that we will NEVER share your e-mail address with anyone.

FREE LIME APPLICATIONS

Thank you to all the folks who returned the payment portion of their invoice with their payments. It's so much easier to process payments when your invoices are sent along with your payments. Of all those I received back during the season, I randomly selected 4 winners to each receive free lime applications. This year, the winners are Ms. Cadigan, Ms. O'Conner, Mr. Canaway and Ms. Leary. Congratulations to all.

REFERRAL CREDITS

If you referred a friend or relative to CMS and they signed up for service, you will be receiving a free service. I will be working on them in the next week or so, and you will be receiving a thank you letter in the mail. Thanks so much for your confidence in CMS; we certainly appreciate your business.

LAST LAWN CARE APPLICATION AND FALL SPRINKLER DRAINS

We are doing our last lawn care round of the season. This last application, for most folks, is fertilizer only – no pesticides so you may see a different sign on your lawn this time. This application will help your lawn winter-over and stimulate root growth for the spring.

We are doing our fall sprinkler drains now. If we drained your system last year, we have you on our list for this year as well and we will give you a courtesy call to let you know what day we will be in your area.

Prior to us draining your sprinkler system

When you are done watering for the season, please turn off the water supply to the system (from the basement). When it starts to get cold at night (even a light freeze), we recommend that you wrap the backflow (the part that comes out of the house) in a blanket or towel to prevent damage from freezing. The underground heads and pipes are not a problem until the ground freezes.

Employee Spotlight

Matt Cameron

We're keeping it in the family! Matt is Bob's son and doing a great job as our Lawn Care Manager. After Matt finished college 3 years ago, he came on board as a lawn technician. He has been learning the business and took over as Lawn Care Manager, last fall. Last winter, Matt spent his time extending his education and completed the course, "Winter School for Turf Managers" at UMASS in Amherst, in the Department of Plant, Soil and Insect Sciences. When he is not at CMS, Matt can be found spending time with his long time girlfriend Shana and their dogs Brady and Ben.



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Our lawn care renewals for the 2011 season will be coming out at the end of December. We will again be offering a 10% prepayment discount and the option of The Duration Program for our prepayment customers. More information will follow with the renewals.

YIPPEE!!

NO PRICE INCREASE AGAIN FOR 2011.

413-533-3300

CMS Landscaping Corporation
175 Suffolk Street
Holyoke, MA 01040

CMSlandscaping.com