



# CMS Curb Appeal

A more personal approach to lawncare

CMSlandscaping.com

Spring 2009

Round 1

413-533-3300



## HAPPY ANNIVERSARY TO US

CMS Landscaping officially started our 35th season about a week ago and by the time most of you receive this newsletter we will be well into it. We have worked all winter to make improvements to our personal approach to your lawn needs. We feel that our changes will improve your experience. We have developed a new website, [www.cmslandscaping.com](http://www.cmslandscaping.com) where you can read this and past editions of the newsletter, read our blog which will have more current topics, and timely information about conditions that may be affecting your lawn. We renamed the newsletter, and have enhanced our customer referral program.

**IN ADDITION,** Every active 2009 customer will be entered in a drawing to win a brand new gas grill!

2009  
**Great Gas Grill Giveaway!**



All CMS customers are automatically entered to

**WIN**  
a Gas Grill!\*

## NAME THE NEWSLETTER

Well we finally have a new name. A big THANK YOU to all of you who submitted names. Some of the submissions that we received were great (*and hilarious*) and worth sharing with you. Honorable mentions:

CMS Clips and Drips  
CMS Shoots and Hoots  
CMS Shoots and Laughter  
Drip by Drip  
CMS Spray and Sprinkle

Bob's Lawn Yawn  
Bob's L'il Sprouts of Wisdom  
Bob's Fertile Thoughts  
The Weedy Reader

The name we chose, "CMS Curb Appeal", was submitted by one of our employees, but we were so delighted with all of your ideas that we put all the submitting names in a hat and drew Dave Gleason as the winner of a \$50.00 gift certificate to the Hazard Grille in Enfield, CT. Thank you to all and congratulations to Dave!

Visit our website: [CMSlandscaping.com](http://CMSlandscaping.com) for official rules and details.

**SILVERPLUS**  
Silver Plus Club 25 Years

Every year it amazes and humbles us that some of our customers have been with us for 25 years or more. This year we are pleased to add Norma Bagnall and Rita Legrand to this list of long and faithful customers. We are honored that you have entrusted your landscape to us for all of these years.

CMS Landscaping Corporation  
175 Suffolk Street  
Holyoke, MA 01040





Kennedy Memorial, Holyoke, MA - Autumn 2008



## FREE Lime Application!

Don't forget to return the top portion of your bill with your payments. The top portions received during the year will be saved and several lucky winners will be drawn at the end of the season for a free lime application.

*(All prepayments are already entered in)*

# Earth Day

April is National lawn Care month and as a member of MALCP (*Mass. Association of Lawn Care Professionals*) and Planet (*Professional Landcare Network*) CMS strives to be a steward of the environment, providing healthy green spaces. This year, in conjunction with Planet Day of Service/Earth Day on April 22, 2009, CMS will be providing complete lawn care at two different locations: in Holyoke, we will be at the Kennedy Memorial at the corner of Appleton and Suffolk Streets. In Suffield, CT, you'll see us at The Veterans Park located on the corner of Bridge and Main Streets. We installed irrigation systems in both these areas a few years ago, so keep an eye on them and check out the pictures on our website.

## It pays to spread the word

**...We know how to say thank you.**

### The CMS Referral Program

We appreciate our customers and when one of them is kind enough to recommend CMS Landscaping to a friend, we want to express our thanks and prove our worthiness of that trust.

**FOR YOU:** We've really sweetened the deal for customers who are spreading the word about CMS Landscaping. If you refer a new customer, you'll receive a free service or gift certificate up to a \$50.00 value. And that's just for starters. Your name will also be entered into our drawing for a free year of our premium lawn care program. This is our very best program which includes our 5-step lawn fertilization plan, grub control, weed and insect control, plus a lime application and core aeration. **Be sure that your friend tells us you referred them.**

**FOR YOUR FRIEND:** We'll get them started with a free soil analysis and evaluation to determine the best course of action for a lush, green lawn.

**FOR BOTH:** You'll both be automatically entered to win our 2009 grand prize giveaway of a new gas grill!

Drawing for a FREE year of CMS Landscaping's premium lawn care program

Complimentary service *or* gift certificates up to \$50.00

All customers entered to win a brand new gas grill

So spread the word about CMS and invite your friends to visit our website at [www.cmslandscaping.com](http://www.cmslandscaping.com) to learn more about us.