



CMS Curb Appeal

A more personal approach to lawncare

CMSlandscaping.com

Round 1, 2011
413-533-3300



Did you know that April is National Lawn Care Month? (They have a month for everything, don't they?) So, I thought I'd give you the run down on dos and don'ts for lawn care.

DO

Spring cleanup - Pick up sticks, branches, debris and do a light raking.

Mow High - Set the mower height to 3-4"

Water Sparingly - Water only when there is not adequate rainfall

Leave the clippings - They add valuable nutrients back into the soil

Dont

Dethatch - it breaks and pulls out a lot of good grass - Core aeration is much better

Mow short - It promotes disease and weakens the plant

Overwater - This can promote disease

CMS will again be participating in the annual Professional Landscapers Network (PLANET) Day of Service on April 22nd. Look for us at the Kennedy Memorial Park in Holyoke and the Veterans Memorial Park in Suffield, CT.

From the Top

Spring is here, finally; that was a wild ride this winter. We spent the winter planning for the upcoming season, and will be ready to go by April 1. We always spend our down-time thinking about ways to provide you with the best possible service. For our 2011 season, our lawn technicians will have "on board" computers. This will provide them with the most information about your lawn, and it will provide you with much more legible notes and better explanations of problems.

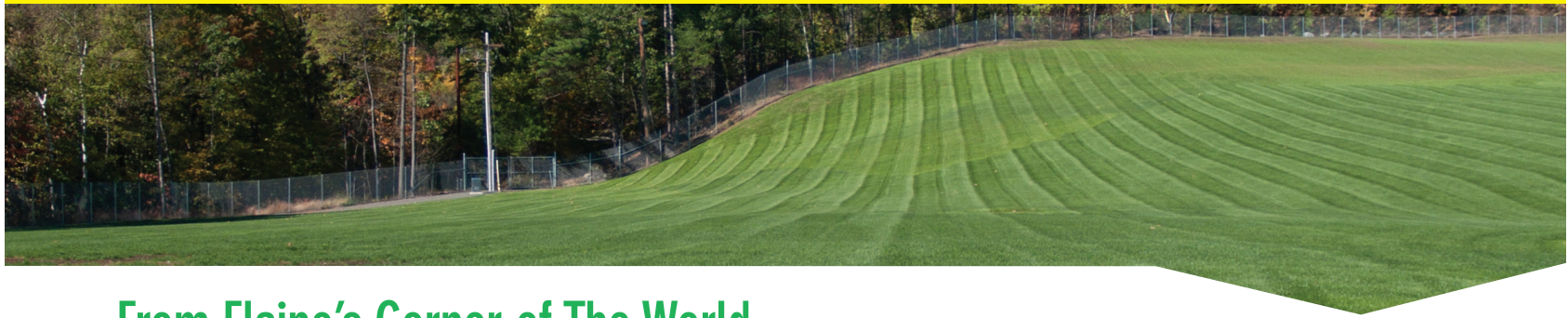
One of the things that we are considering is an interactive website to assist you; allowing you access to your account, check your history, pay your bill, and order services. If that is something that you feel would be beneficial, please let us know.

In addition to the services that we already support, our technicians are interested in providing some snow services for our Holyoke clients. We would be looking for small sidewalks and driveways that we could handle with snow blowers. If that's a fit for you for next winter, let us know.

We will start the season with some new technicians and a new crew leader. Pat Dunham, who is in our employee spotlight this round, is now the crew leader for the lawn technicians. Pat LaPointe, who last year worked on our irrigation crew and spent the better part of the last year walking up and down the hills at Mountain Park, took it upon himself to get his applicator's license in MA and CT in order to become a lawn tech.

KUDOS to both Pats. Also, Ron Salero has joined the team as a lawn tech.

I would be remiss by avoiding a major issue affecting everyone right now: the cost of fuel. As I am sure you know, we as an industry are very dependant upon fuel, in our trucks, machines, and the petroleum-based products that we use. In our winter planning, we try to guess our way through what might happen during the year in order to be sure that we can cover our costs. Unfortunately, I don't have a crystal ball so I am not right very often 😞 but I did lock-in pricing for the first round (which was all that was available) and happy to report that we are okay for now. However, the cost of fuel is going to be difficult manage, so we will wait and see what develops as we move forward.



From Elaine's Corner of The World

Winter is wonderfully quiet around here. Everyone is gone and the phones really don't ring much. Sometimes it gets a bit lonely but I do get a lot done. Winter is my time to send renewals, close out the books, clean up last year's filing, order supplies, process pre-payments, and prepare the office for the next season.

Well, what a winter this was!!! Because it's so laid back here in January and February I have to tell you, I am JUST like a kid. I listen to the weather forecast with excited anticipation because I LOVE snow days! I live in CT so I don't come into work on snowy days 😊. Of course, I think my husband Steve liked it too because I was the snow-blowing queen at our house this year, and had the driveway cleared when he came home. I do love those unexpected bonus days!

My wonderful office angel Marlene, retired 😞. Unfortunately, it is impossible for me to make the courtesy calls as well as my other duties, so we have put in an automated courtesy call system. When you get the automated call, you can always follow the prompts and be connected directly to the office.

SILVERPLUS

Silver Plus Club 25 Years



One thing that always amazes me is the number of great customers we have. When I look back into my records, I say, "WOW", these folks have been great customers for a long time. So, it is a DELIGHT to welcome these folks to our exclusive Silver Plus Club!!!!

Mr and Mrs Niedzielski of West Springfield
Mr and Mrs Harrington of South Hadley

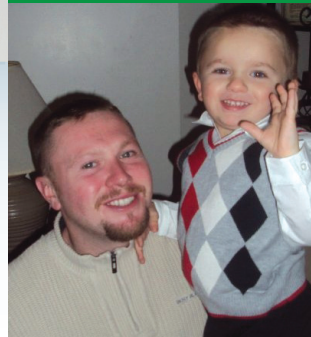
It has always been a pleasure, and we thank you so much for allowing us to serve you for so many years. We look forward to caring for your property for many years to come.



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Login and join the discussion.
It was a long cold winter, and I'm sure more than a few of you have questions on how to start off 2011 on the right foot.

EMPLOYEE SPOTLIGHT



PATRICK DUNHAM

Pat joined us at CMS 4 years ago and has done a great job as a Lawn Technician. We are pleased to announce that he has recently been promoted to Lawn Care Crew

Leader. This winter he attended a course through UMASS on turf management to learn more about the control of diseases and insects that we see here, in our area.

Pat is also a very dedicated dad. When he's not working you'll find him having fun, playing ball or wrestling with his 4 year-old son, "Little Patrick".

Don't forget about our 2011
CUSTOMER REFERRAL PROGRAM!
When you refer a friend who becomes a lawn care program customer, they get a free soil analysis and you get a free service up to a \$50.00 value.

413-533-3300

CMS Landscaping Corporation
175 Suffolk Street
Holyoke, MA 01040

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