



# CMS Curb Appeal

A more personal approach to lawn care

Round 1, 2023  
413-533-3300

## FROM THE TOP

### CMS IS HEADING INTO ITS 49TH SEASON!

This spring, like all others, brings a sense of hope and opportunity for growth and change. New life will germinate and bloom as temps continue to increase over the coming weeks.

Over the winter in between the snow work, we gathered as a team to assess our seasons past and upcoming seasons ahead. We continue to try to adapt to evolving business markets and employ more efficient policies and procedures to best serve our customers. We invested in hardware/software to best input and transmit real time data for our technicians and customers.

We had weekly training sessions and continuing education programs were attended with other industry professionals looking to discuss issues and solutions impacting operators and customers alike. Our office staff attended the Real Green Systems 3-day conference in Orlando this winter developing skills within our software system to best serve you.

The system is great and can optimize data for efficient and effective service, but it is only as good as the data that's input. Our office staff can easily update customer and property information, add new notes or revise old ones to make sure the account is as up to date as possible with relevant information.

Our technicians will be starting to implement iPads and printing standard sized invoice paper as opposed to the receipt paper that had been left in prior seasons. You may notice them taking pictures on the property so we can attach them to your account to note trouble spots, season progression/regressions alike.

We look forward to another season and are grateful and appreciative of the opportunity to serve you. From our family to yours, Thank you.

### • PLEASE REMEMBER OUR TURF TIPS •

#### **MOWING – Raise your mower to the highest setting – the taller the grass**

- the deeper the roots will go
- the less weeds there will be
- the more green you will see
- it keeps the crown of the plant shaded and healthy
- Only take off 1/3 of the grass plant when you mow. Ex - grass is 4" don't take more than 1.5" off when you mow.

#### **WHEN – To help reduce the stress on the plant**

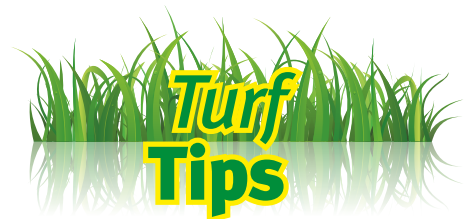
- Mow when grass is dry to avoid clumping
- During the cooler part of the day - morning or late afternoon

#### **BLADES – Always keep your mower blades sharp**

- Dull blades will tear the grass not cut it.
- Ragged edges are an invitation for disease

#### **GRASS CLIPPINGS – Leave the grass clippings**

- They add nutrients back into the soil
- They DO NOT add to thatch
- Don't use them as mulch because of weed control that may have been applied





## FROM ELAINE'S CORNER OF THE WORLD

Here it is the beginning of our 49th season, and my 20th season with CMS. Hard to believe since I am only "39". 🎉 I have been very blessed to work for such a great family company and I'll be here as long as they still want me.

So, things in my little seaside corner of Rhode Island are getting ramped up for spring and welcoming back our town's summer residents. The weather is getting warmer, fields are being planted, farm stands are getting ready to open, and home gardens are getting started. For Steve and I that means it's time to get the summer

furniture out on the deck and the porch, open up the outside shower, get my gardens planted, Steve's fruit trees sprayed, and get ready for a wonderful season of visits from family and friends.

I know some of you follow my "crazy chicken lady" stories so here's an update. LOL. We got our first 4 "girls" in 2016 as day old chicks. Soon after we realized there was a BOY in there so out he went to a farmer in the next town who had lost his rooster to a hawk. Then we lost 1 to a racoon – but we took care of that racoon (very long and funny story) when she came back the next day! LOL 2019 we got 4 more chicks and lost 1 last year. Down to 5. They all free range and enjoy foraging around the yard for tasty grasses and bugs. They all have names and different personalities, and they are a riot to watch, and we love them. SO, we are getting 6 more-day old chicks in the middle of April. They will be in the house for several weeks and when I have had enough of their mess (usually 6 weeks) out to the coop/pen they will go. I'll keep you posted. Enjoy the spring and all the wonders it brings.

### PLEASE HELP!

Is your information up to date?  
Have you changed your phone number? Email address?  
Please don't forget to let CMS know so we have the correct information in your account. We don't want you to miss your courtesy calls, reminder emails, or extra special promotions.

*information*

### COMMUNITY SHRED DAY

CMS is hosting a Community Shred Day for all of our customers. Have your personal papers and documents safely destroyed for free by Valley Green Shredding at our office at 175 Suffolk St. Holyoke MA from 9-11 on Friday, April 21st



## SILVERPLUS

Silver Plus Club 25 Years

We are pleased to welcome Michael Harazmus, and William Farrell both of Holyoke to the Silver Plus Club. We have had the pleasure of servicing their properties for 25 years or more. The most exciting part for us, is that the club membership list keeps growing. Thank you so much for trusting us with your landscape year after year. We really appreciate it.



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