



CMS Curb Appeal

A more personal approach to lawn care

Round 1, 2024
413-533-3300



FROM THE TOP

**50 YEARS IN BUSINESS! WHAT AN ACCOMPLISHMENT!
THANK YOU! THANK YOU! THANK YOU!**

I said in the last newsletter but it bears repeating, the company's ability to persevere and continue to operate through challenging times could have only been achieved with the continued support of our faithful customers and community. We are grateful that you entrust us in helping you keep your lawns and landscapes in quality condition. We will continue to strive to meet and exceed our customers' expectations every day as we navigate through the next 50 years!

We just had our first customer appreciation event of the year with our annual Holyoke St Patrick's Day Road Race kickoff. Thank you to everyone who stopped by for hamburgers, hotdogs, and some great games of Cornhole, and helped us cheer on the runners! Stay tuned for more customer appreciation events!

SPRING TURF TIPS

Remember, the grass is coming out of winter dormancy. Different grass types will respond more quickly than others. Other issues like salt, snowblower, compaction, and snow mold issues are very common in early spring. The turf will often recover with time and care depending on the severity.

Spring seeding is something we see a lot of. While situationally this may be necessary, spring seedings often develop crabgrass and weed issues due to the limited ability to apply control measures.

Let us know if you plan on doing any spring seeding and mark off areas with visible stakes, flags etc. so we can avoid areas with pre-emergent control. The pre-emergent materials will inhibit germination for at least a few weeks.

MOW – At the mowers highest setting. When the grass is dry.

BLADES – Keep them sharp

GRASS CLIPPINGS – Leave them they add nutrients back to the soil. Don't use them AS MULCH.

WATER – During the cooler part of the day – morning or late afternoon



• EMPLOYEE SPOTLIGHT •

We are very happy to welcome **Drew Bencivenni** to our team as the **Operations Manager** for our Irrigation Division. Drew is a West Springfield resident, born and raised with family ties to Holyoke. He brings his 13 years of experience and knowledge of the irrigation industry and we are happy to welcome him aboard. In his spare time Drew enjoys everything outdoors, hiking and fishing and spending time with his puppy, a 1-year-old Weimaraner named Chevy.



FROM ELAINE'S CORNER OF THE WORLD



Well Happy Spring! As I write this on March 10th, it seems like March came in like a lamb and I am hopeful it doesn't go out like a Lion!

Spring is a time of renewal and rebirth. The animals and birds welcoming new babies, the days are longer, flowers and grass starting to grow, gardens being prepped for planting, and there is an energy in the air. Of course, along comes the spring chore list too. Window washing, power washing, garden planting, hydroponics, etc. etc. But the sunshine, warmth and energy feel good.

In case you might be wondering about a chicken update, this is Little Bo Peep dressed in her finest Halloween Costume. She won first place in a photo contest, although I think it was her sassy expression that won everyone's heart. She is clearly saying to me "What are YOU looking at" or - Look what I have to put up with - my mom is **CRAZY! LOL!!** Well, we have 12 new babies coming the end of April so we will be hearing lots of little peeps in the house for about 5 weeks before they go outside to the coop.

Please take the time to enjoy the beauty and splendor of spring and summer and its many benefits.

As always if you have any questions or concerns, please call the office at 413-533-3300.

FROM THE OFFICE

Starting this season, we will require prepayment or to have a current credit card on file for auto pay. If you have any questions or concerns about this new policy, please call the office.

We need your help! Please let us know if any of your contact information has changed.

PHONE/CELL NUMBER - So we can give you a courtesy call or text to let you know we are coming out to your property!

EMAIL - So you can receive before and after service emails and newsletters!

PROPERTY CHANGES - That will affect the square footage we currently treat (added a pool, garden, garage, removed a shed).



SILVERPLUS

Silver Plus Club 25 Years

Each year we take great pleasure in honoring customers that we have had the pleasure of serving for more than 25 years. Great customers are a rare gift and we truly appreciate the confidence you have placed in us. It is our pleasure to welcome Noreen Moriarty from Holyoke and Andy Mirkin from Longmeadow to The Silver Plus Club and hope to continue to serve you in the years to come.



Don't forget to check us out on Facebook!
www.facebook.com/cmslandscaping

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