

40 YEARS 1974-2014

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CMS Curb Appeal

A more personal approach to lawncare

WINTER 2016-2017

RENEWAL

413-533-3300

FROM THE TOP

Well it amazes me how the years fly by at this point in my career. We just finished up one of the most difficult seasons with the most severe drought conditions that I have ever seen. Turf conditions have never been as bad as they were this year and unfortunately due to the severity of the drought, much of the distressed turf will not or did not completely recover.

The last report I saw said that our area had a deficit of 13 inches of rain and many communities had imposed watering bans or restrictions. My feeling is we will face some continued restrictions in 2017 which means we all need to adjust our turf management practices. One of the things which would be of great value is cutting your grass higher or not cutting as often and perhaps skip a week or two. I know it seems counter intuitive to say an irrigation system is a great way to manage water restrictions too, but it's true. A properly running automatic system can actually use less water than moving a sprinkler or hose around, and it offers more efficient coverage and can be easily programmed to work with water restriction. With the technology now offered in irrigation timers, using satellites and current weather conditions they can almost completely take care of themselves. We can't fight mother nature so we try to manage the challenges she throws at us.

I am so proud of the work our entire CMS team did during this very challenging summer and their professionalism throughout. I can't thank them enough!

So, after the long hot summer we look forward to our fall team events which are always good for a laugh or two. This year was no exception and our annual SNOPEX golf tournament was again a great time. I'm not sure if there was any real golf being played, but the foursome of Marc, Adam, Brandon and Cody claimed to have won. Not sure if they were disappointed there were no prizes. 😊 But, everyone was a winner because it was a beautiful day with great folks all out for a great cause Autism Speaks.

We changed the course this year and played at Wyckoff Country Club. Elaine came up from RI and must have thought she was driving an ATV instead of a golf cart because she did a little trailblazing and we haven't seen her since. So, I apologize if anyone was driving south on route 91 that afternoon, as she may have caused some traffic situations. Please let us know if you see her.

Our second big fall event is our food drive. As always our customers are the most generous in the world. Our office was full of wonderful groceries that were loaded into the truck and delivered to Kate's Kitchen and Margaret's Pantry right here in Holyoke. Thank you all for your donations.

When I started the Silver Plus Club, I thought that recognizing our long time loyal customers was a terrific idea. It was and still is, and I am so grateful to all of you. As I enter my 43rd season a lot of things come to mind. The journey here has not always been easy, so I in future newsletters I would like to recognize some of the special people that have made the trip easier. I must start with the most important person in my life, my wife Pat. My high school sweetheart whom had to tolerate all the long hours, late nights, and me being gone for days' snow plowing in the winter. She was, is, and always will be my rock.

So, starting next season, I will tell you about some more of the wonderful people who have helped make this journey easier for me. I am calling it the Prominent People.



FOOD DRIVE — KATE'S KITCHEN and MARGARET'S PANTRY -

Once again our fabulous customers came through for our annual food drive to benefit our neighbors in need. Through your generous donations, 920 lbs. of food was donated to Margaret's Pantry and Kate's Kitchen right here in Holyoke.



FROM ELAINE'S CORNER OF THE WORLD



Hard to believe the season is over and we are already working and planning for 2017. It seems the older I get the faster the years go by.

Well I see that Bob has already told you that I made it to the SNOPEEN, **and** he has already made fun of me! Well, in my defense, I do know how to drive a golf cart and have done it many times - HOWEVER - I did find the uneven and steep terrain at Wyckoff a whole lot more challenging than I had expected. I spent most of the afternoon in prayer that I would not become a victim of candid camera or a bloopers episode on You Tube. Although I did not tip over there were several times when it was pretty iffy. LOL

Chicken update: Well we are consistently getting 1 egg a day from each of our girls Nugget and Patches, and we are still waiting for Esther to start laying. As this is our first winter with chickens, we have spent the past few weeks getting their coop and run ready for the cold and windy weather. They now have a 10x10 run/pen with a solid roof to keep them dry, comfy and safe. Because we also consider them pets, a secure place for them was important to keep them safe with all the predators foxes, coyotes, hawks, fishers, raccoons that are always present in our area. I'll let you now how we made out in the spring. Have a safe, happy and healthy 2017!

SILVERPLUS

Silver Plus Club 25 Years



We are pleased to welcome Polihimnia Cabaero of Holyoke to the Silver Plus Club. We have had the pleasure of servicing her property for 25 years or more. The most exciting part for me, 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.



SNOPEEN — GOLF TOURNAMENT - Thank you all for your support and participation in our annual SNOPEEN, (because we never know if we'll have snow 😊) golf tournament to benefit Autism Speaks! We had great weather, food and prizes and a wonderful day was had by all, and the best part - we raised \$ 1000.00 for Autism Speaks.

REVITALIZE CDC — Community Development Corporation - We were very excited to be invited to help with the GreenNFit Neighborhood Block Rebuild Project. Volunteers helped repair and renovate 10 homes on Beech St in Holyoke from Essex, Appleton and Suffolk Streets on Thursday October 20th. Revitalize CDC is focused on making homes safe, healthy and energy-efficient and we were proud to be part of it.

PRICING and SERVICE CALLS - Sometimes folks ask us why each of our applications are the same price and other companies charge different prices for each application, so I thought now might be a great time to explain it.

The pricing for our lawn care program is based on the square footage of the areas that we treat for the entire 5 application season. Although the labor price is the same for each service, the product cost for each application varies dramatically. We take the cost for the season and divide it into 5 equal payments to make it easier for our customers to budget and plan accordingly. Service calls are included at no charge in our 5 step program.

The products used in first 3 applications are extremely expensive (grub control and 2 applications of pre-emergent crabgrass control). If you choose less than our full program, the price per application will change to reflect the increased product cost and service calls may be charged.

RENEWALS - Fortunately for the past several years we have been able to absorb the increased costs of products and materials by increasing productivity through technology, and reducing overhead. But, unfortunately as the cost of products and materials have continued to dramatically increase, for 2017 we needed to have a slight price increase for our lawn care program. However, we will still offer a 5% prepayment discount for your convenience.

Please remember that your lawn care is a **continuing service each year**. If you want to make **any changes to your program or services, please email or call the office at 413-533-3300**.



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CMS Landscaping Corporation
175 Suffolk Street
Holyoke, MA 01040

CMSlandscaping.com

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