



Advantages of Fall Fertilization

Ed Smith, Beachwood Snow Supervisor

As fall approaches, you start preparing your house for cold weather, but most people don't think about also preparing their lawn for the winter chill. Here are some advantages to consider.

Grass that has been fertilized in the fall and again in early winter exhibits better color than grass that received its last fertilization over the summer.

Grass is able to use the nitrogen in the fertilizer to remain green throughout the winter, and root growth is able to occur when soil temperatures dip to between 45 and 65 degrees. Roots continue to grow as long as the ground doesn't freeze.

Application of fertilizer in the fall also allows grass to green up two to six weeks earlier in the spring. Because of the fall fertilization, grass has a higher carbohydrate level than grass that was not fertilized. Carbs are stored energy, and in the spring grass is able to use this for growing and faster photosynthesis, as opposed to grass that hasn't been fertilized. Winter stress can also be reduced by the large amount of carbohydrates in the grass; therefore allowing the grass to green up more quickly.

Usually there are less weed problems, because the grass is competing with weeds instead of going dormant. Due to increased root growth, weeds are unable to spread throughout the yard. The additional nutrients given to the grass allows the turf to prevent weeds from taking the soil nutrients. Fall fertilizer will not eliminate all weeds; some will still germinate, despite a strong grass root system.

Late fall fertilizer helps the grass remain strong and healthy. Healthy grass with a reserve of carbohydrates that has received an application of a balanced fertilizer is less likely to contract fungal and lawn diseases. This fertilization lengthens the fall and winter period, and enhances the rate of spring green up, keeping the lawn lush and fresh until spring and summer fertilization begins.

Planning Ahead

Mike Bilsky, Independence/Parma
Snow Supervisor



When you begin considering your overall landscape goals and expectations for the year, it's important to have a timeline in mind. There are certain times of the year when it's prudent to plan and perform specific services to your property, which will enhance and optimize the outcome of your landscape design. For example, property maintenance typically covers everything from spring clean ups, mulching, weekly mowing, and fertilization, to name a few. Our typical maintenance contract begins in April, so we can meet with you during the winter months to discuss our spring approach, and customize a program specifically tailored to your needs.

As always, September, October, and November is when we begin setting up snow removal contracts and allocating team members to service those areas; so the earlier the better! We are always thinking snow here at H&M.

Summer plant enhancements are something we do a great deal of, and can discuss with you at any time. Planning and scheduling are a major part of our daily operations, so call early on! Our trained staff would be more than willing to meet with you and discuss your vision, while providing expert advice and ideas for your outdoor living space. We are always here to help your landscape shine above the rest!

H&M
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November 2012

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A LETTER FROM THE PRESIDENT

The Changing of the Seasons

Wow, I can't believe it's that time of year already. Warm summer days are beginning to give way to cool fall evenings; this is truly my favorite time of year. It's finally cool enough in the evening to leave your windows open and enjoy the fresh night air. You have the hint of burning logs lingering in the air from the neighbor's fire pit, and the roaring of flames under large steaming pots filled with clams. These are all the wonderful sights and sounds of fall in Cleveland. I think what most of us fail to remember is that it's also time to put

your landscaping down for a long winter's nap. There are a myriad of items that should be done to protect your investment and ensure that when spring arrives, your landscape is healthy and ready to flourish as it comes back to life.

Here is a list of items I would recommend you perform to your existing gardens and turf:

- » Fall aeration
- » Trimming back of your perennials
- » Fall fertilization of your turf and ornamental trees and shrubs
- » Heavy pruning to pull back excessive growth
- » Irrigation blow-outs

I could go on and on in my recommendations. What I do suggest is that you call up one of our talented staff members to assess your yard and create an action plan that best fits your landscaping needs. I have been blessed to surround myself with incredibly talented individuals who will keep your landscaping looking new and robust. Most clients think reviving their yard starts in March or April, but it

actually begins now. Before you know it, old man winter will be pounding Northeast Ohio with heavy snow and ice, and your window of opportunity will have closed for the year.

With that said, it saddens me to say that this will be our last newsletter for the 2012 season. I want to thank all of our team members who took time out of their busy days to help keep our loyal customers up to speed on all of the various aspects of landscaping construction and maintenance. I want to say a special thank you to Amanda Smith, whose creative abilities inspired me every time this newsletter was orchestrated. She diligently put together every edition and worked with the supervisors to perfect their articles. Another thanks goes out to senior maintenance supervisor Nick Tinik, whose ability to think outside the box was the genesis of this newsletter. Of course, I would be remiss if I did not thank all of you who have made H&M Landscaping the premier landscaper in Northeastern Ohio. Enjoy your holidays, and we shall talk again soon!

Mark Mazzurco

Mark Mazzurco, Company President





Old Man Winter

Joe Mazzurco, Production Manager

Old man winter is slowly creeping up on Northeast Ohio. With that in mind, have you contracted your winter services yet? H&M offers a full line of snow services, ranging from plowing your driveway and shoveling your walkways, to adding salt or premium product to walks and drives to help prevent a slippery sheet of ice. Here at H&M, we can tailor any of our snow services to fit your particular needs.

As you finalize your snow services, also consider H&M's fall services. This includes a fall clean up of leaves, final trimmings, pruning and cutting back of your perennials, and anything else needed to prepare your yard for the winter. So before you finalize your plans for the fall and winter, call and receive a few estimate from H&M. Remember, we don't just provide snow plow service, *we provide peace of mind!*



Why Choose H&M?

Anthony Comella, Residential Snow Supervisor

Why should you choose H&M as a snow plowing service provider? For starters, our residential division consists of two supervisors and twelve trucks that are ready to roll, 24/7. This means at any given time, we have 14 H&M Snow Pros employees on call, available for your service. Our coverage area consists of over 20 cities, ranging from Mentor to Twinsburg and as far wide as Beachwood to Chardon. The guys are always fast acting, no matter where they are.

Sometimes I hear from customers that when they heard of H&M, they discredited us as a potential snow plow company because they knew we were a sizeable business and thought we would be too expensive. However, our supervisors strive to keep prices competitive with other companies in the area and provide superior service. Don't allow others to shut us down before giving us the chance to provide them with a (free!) estimate.

Myron and I look forward to speaking with each and every one of you this winter. If you see us out and about, don't hesitate to stop us and say hello! Thanks again for choosing H&M.



HAPPY BIRTHDAY

TO OUR H&M

TEAM MEMBERS

Hilario Reinoso, November 3rd

Miguel Santos-Ornelas, November 6th

Joe Mazzurco, November 7th

Victor Garcia, November 8th

Alejandro Huerta Mora, November 13th

Tonya Landfear, November 17th

Alejandro Huerta Zarate Jr, November 25th

Mike Allen, December 1st

Juan Frausto, December 2nd

Oscar Rocha-Munoz, December 14th

Fernando Aboytes, December 28th

Steve Fuller, December 29th

Frank Mulanax Sr, December 30th

Mike Suhadolnik, January 13th

Bobby Allen, January 24th

Billy Consolo, December 25th

Myron Woods, December 25th

» Enjoy your day! «

Don't get stuck in the snow when you can call the pros!



A Window Into H&M Landscaping

Lee Wise, Cleveland/Euclid Snow Supervisor

As you may know, this newsletter is a new undertaking for the H&M Landscaping staff as of 2012, and the feedback we have received has been wonderful! Thank you very much for that; we are truly blessed to have such kind hearted customers.

This newsletter was started with the goal of providing a format to reach out to our customers about seasonal needs in your landscaping, offer advice to help protect your outdoor investments, and provide a window into our company and show you the culture of H&M Landscaping — who we really are. If it happened to remind you to call us for that fall clean up, lawn fertilization, or low voltage light installation, all the better! Thanks again for your continued business.

As we transition into 2013, I am asking for your help...

If you have any suggestions for an article, questions about plants, lawns, patios, pests in the landscape or anything else you'd like to see in our newsletter, please let us know by sending an email to Amanda.Smith@HMLandscaping.com. She will pass the requested topics along to the supervisors, and you'll see your questions answered next year! The first edition of 2013 will go out in March.

I hope you all have a wonderful holiday season and a safe, warm winter. See you next year!



Caution!

Kenny Novak, Solon/Twinsburg Snow Supervisor

Well everybody, here it comes; winter once again. I would like to remind everyone that your snow removal teams will be hard at work, 24/7. As a snow plow driver, I know that people don't always realize how hard it is to keep the roads and parking lots clear and safe. I would like to remind you that when you see plow trucks or salt trucks out working, please be patient and give them room to operate. It is not always easy for them to see you in your smaller

vehicles. So next time you see a truck out plowing, do not follow too close! You never know what may happen behind a plow or salt truck, and we always appreciate the extra room.

Also remember that once the snow begins to fall, our crews are dispatched to begin plowing. We work as hard as we can to clear roads, parking lots, and driveways quickly and efficiently, but in winter conditions we can only go so fast. Be patient, and know that we will get to you as soon as possible.

Thanks for your patience and stay safe!



“Sunshine is delicious, rain is refreshing, wind braces us up, snow is exhilarating; there is really no such thing as bad weather, only different kinds of good weather.”

John Ruskin

Welcome to Fall

Mark Barker, Hudson/Streetsboro Snow Supervisor



Unfortunately, summer seems to have come to an abrupt end; on the other hand, it's somewhat welcome after the summer we've had. As you reflect back on the season, ask yourself, have I completed all of my desired outdoor tasks this year? Some may have, some may not, but don't worry - there's always spring! If you are one of the readers who answered no to this question, you have a couple of months to think. Take the first part of winter to consider what you would like to do this upcoming year, and compile a list around January or so. As February begins, start making

phone calls to your landscaper of choice to get your project identified, designed, and proposed so you can make the spring schedule prior to most companies seasonal rush. Some may think it is crazy to think about landscaping when there is snow on the ground. The truth of the matter is, the longer you wait, the more likely you are to be in this same position next year, or be at the bottom of a long list of customers that followed this process as suggested.

Please have a safe and enjoyable holiday season, as I look forward to seeing and hearing from all of you next year.