

FALL ENHANCEMENTS

MIKE BILSKY, MAINTENANCE SUPERVISOR

With autumn right around the corner, this is a great time to consider fall landscape enhancements, as well as the proactive approaches we can take at this time of year to ensure a beautiful spring bloom next year. Your lawn and planting beds have been working hard for months now, with the dry conditions and excessive heat. Give your landscape what it needs to enjoy a refreshing rest this winter, and come back strong in the spring. With a few simple steps, you can achieve some great results.

To maintain a lush healthy lawn, we recommend aerating and over-seeding. This will help to improve turf thickness, and achieve a uniform appearance overall. Aerating also allows for enhanced thatch breakdown, and improved resiliency and cushioning.

If one of your goals is to freshen up the existing landscape, you may want to consider a fall landscape enhancement by H&M. With cooler temperatures more suitable for plant success, in addition to the end of the year specials we are offering, this is a great time to introduce some new life into your landscape. We offer a variety of fall mums to spruce up your existing beds, which will add some late season color and enhance the beauty of your home or business. Planting some "spring" bulbs is another great option, providing you with an early spring bloom that will be even more colorful and attractive than in years' past.

For more information on giving your yard a fall makeover, call the office today. They'll assist you in setting up an appointment with one of our team members, who will gladly take care of the rest! Enjoy, and have a great fall!



WATERING YOUR LAWN IN A DROUGHT

ED SMITH

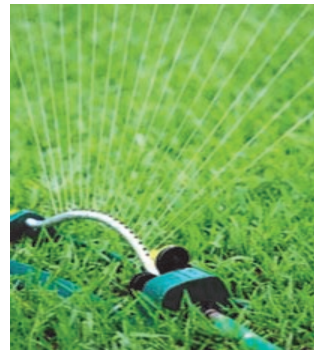
CHEMICAL AND QUALITY CONTROL SUPERVISOR

Is my lawn dead? I hear that question every year, but particularly this summer. The good news is that turf grasses have an excellent dormancy mechanism that allows them to tolerate most droughts. The bad news is that there is no way to visually tell whether the grass is dead, or just dormant. So when someone tells you your turf is dormant, they're likely taking a (usually correct) guess. Once rain returns in late summer and early fall, your lawn will either green up, indicating it was dormant, or it won't, meaning it's dead. Usually this isn't an all or nothing situation. Portions of the lawn will green up, while other parts won't. The big question is, why does this occur?

All grasses can go dormant, but those that have damaged or compromised root systems may not be able to tolerate much moisture stress. Poor soils, insects, or diseases can result in a reduced root system, and thus plants that can't tolerate harsh droughts. If you suspect this is the case, then an irrigation system will be necessary to ensure survival.

As good as grasses are at surviving drought, even dormant turfs require some water. These turfs survive because their need to water is reduced to a small fraction of the needs of green, growing turf. They also have a few deep roots that can continue to extract small amounts of water from the earth. Once these roots have used all available soil moisture, these dormant plants will die as well. A healthy Kentucky bluegrass lawn should be able to survive at least six weeks without any rainfall or irrigation. If the drought extends beyond this, it is wise to lightly irrigate your turf with approximately 1/4" of water every two weeks. This will provide enough water to keep your lawn alive, but not bring it out of dormancy. It is important not to water so much as to bring the turf out of dormancy; let natural rainfall do that. You simply want to keep enough moisture in the ground that the dormant turf stays alive.

There are new turf grasses that have been developed to tolerate summer droughts, and have done very well. If your lawn doesn't recover this fall, I recommend using one of the new turf grass varieties that are currently available in reseeded your lawn. Dormancy is a water-saving feature of turf grasses, and a healthy lawn can survive most summers without irrigation and recover fully in late summer or early fall.



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SEPTEMBER 2012

H&M
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PROFESSIONAL | DEDICATED | EXPERIENCED

A LETTER FROM THE PRESIDENT.

Envision Your Dream Environment The H&M Landscaping Way

deal of my successes over the years; she's always been my rock. I also have two wonderful daughters, Isabella and Maria. They are blossoming from little girls into young women faster than I would like to see. This sense of nostalgia was brought about having been bestowed the honor of *Best of the Best Landscapers in Ohio*, by none other than Rich Noonan.

Rich Noonan is an eight time Emmy award winning producer who travels the country and finds the Best of the Best in all types of trades, then showcases them on national TV. I spent two days with Rich showing off some of the master pieces you all have graciously allowed us to create in your outdoor spaces over the years. I must say, some of the projects I visited are 10 plus years old and just starting to hit their stride. Unfortunately, life has become so busy that I had not until that day had a chance to revisit and enjoy these spaces. It was an emotional day for me, and brought back some great memories of years past.

I had a great talk with Rich, and his compliments were endless about the

quality and diversity of our teams work. He has traveled the US for nearly 18 years filming properties and was completely taken back by our projects and the details that make them so remarkable. As the day wore on, Rich made a comment to me that I think will stay with me the rest of my career. He simply said, "Can you imagine how many people's lives you touch with your incredible spaces through birthday parties, weddings, and other family get-togethers?" That's when it hit me that life has become so busy that I never truly realized the impact our company has on families across NEO. We pack up our tools and move on to the next job; running into clients in town or at a social event on occasion. These same clients eat, breathe, and celebrate in the spaces we create and ultimately, that is the reason I started this company and those are successes we should celebrate as well.

Thanks for your time and loyalty over the years. I will be in touch to let you know when our show will air this fall, so we can celebrate and further deepen the bonds we have developed by working together throughout H&M's history.

Mark Mazzurco

Mark Mazzurco, Company President



Over the course of a 24 year journey, one sometimes forgets all of the small things that compose a larger memory. I find myself becoming more and more like my father, in that I remember him saying, "As you get older, days, months, and years seem to slip away; they come and go so quickly." I have been so blessed over the years to have made friends who began as clients, team members who have become part of my family, and experiences that have made me the person I am today. I have an amazing wife to whom I attribute a great

THE H&M INSIGHT



HAPPY BIRTHDAY TO OUR H&M TEAM MEMBERS

Terry Mahaffey, September 1st
 Anthony Comella, September 3rd
 Neil Zelonis, September 3rd
 Jon Webb, September 8th
 Brian Franko, September 11th
 Lee Wise, September 12th
 Tyler Weil, September 13th
 Rebecca Berman, September 14th
 Emanuel Huerta, September 15th
 Jesse Fayne, September 16th
 Ricky Herrera, September 17th
 Matt Suhadolnik, September 19th
 Geronimo Hernandez, September 30th

Carlos Arriaga, October 4th
 Mike Molnar, October 7th
 Rod Knaus, October 9th
 Patrick Sarver, October 17th
 Jeff Weaver, October 18th
 Miguel Juarez, October 21st
 Mike Mazzurco, October 27th

Enjoy your day!

WINTERIZING YOUR LANDSCAPE

LEE WISE
 SENIOR CONSTRUCTION SUPERVISOR

My, how time flies! It's hard to believe, but winter weather is just around the corner. In the interest of helping protect your landscape investment, this month I'm outlining a few key concepts that are extremely beneficial to helping your lawn, plants, and hardscape survive the harsh Northeast Ohio winter.

Lawn Care

1. **AERATION:** The benefits of aerating your lawn are many, but specifically in the fall with cool temperatures and wet conditions. This is really effective to breaking down the thatch layer under turf.
2. **MOWING:** Trim your lawn slowly over the next couple of months to about a 2.5 inch height. By having a very low cut prior to the winter, you can minimize snow mold and other fungus issues the following spring.
3. **FALL FERTILIZATION:** You can see the difference by driving down the street. Some of your neighbors have green lawns all winter, while others are yellow and faded. An application of high nitrogen fertilizer in the mid to late fall will not only keep you looking green, but give your lawn a head start next spring.

Bed Maintenance

1. **PRUNING:** You are going to look at defoliated vegetation for the next five to six months. Having shrubs with well maintained shape and form makes that not so noticeable.
2. **WATERING:** Believe it or not, even during winter plants require water to survive. I like to heavily water my beds during late October, early November to ensure the plants have enough moisture to help them survive over winter and get off to a good start in the spring.
3. **CLEAN UP:** Removing leaves, sticks, and other debris prior to winter setting in will help keep insects from overwintering and becoming an infestation problem the next season.

Hardscape Preparation

1. **FURNITURE:** Remove all metal objects from the patio/walk to avoid rust staining.
2. **DEBRIS:** Clean leaves and debris. Anything left to go to compost will stain, which is extremely difficult to remove and can sometimes be permanent.
3. **DE-ICING PRODUCT:** Should you be using a deicer on your walk/patio, calcium and/or blended products are far superior to rock salt in low temperature melting capability, and are significantly less corrosive. It's worth the couple extra dollars to protect your investment.



THE COLORS OF FALL PLANTINGS

MARK BARKER, SALES EXECUTIVE & CONSTRUCTION SUPERVISOR



This season has presented many challenges due to the unique weather patterns we're experiencing. However, we still have my personal favorite season to look forward to: fall. Most of our busy summer routines are starting to wrap up, and allowing us time to get back to all of the things we have pushed off for the time being. One specific item that comes to mind is fall plantings.

Many often think spring is the best time to plant, but often forget about fall. Weather patterns

typically start to allow for cooler temperatures and increasing chances for moisture, which create a great environment for success. Plants installed in the fall are given great conditions to root and acclimate to the weather before going dormant for the winter season. They also are in place to receive all of the benefits spring can offer. Additionally, there is not as much owner-provided watering required, due to Mother Nature's help.

Should you wish to explore your options with a fall planting, please feel free to contact our office and a qualified supervisor will gladly assist you.



THE WORLD WIDE WEB: A NEW ERA IN CUSTOMER SERVICE

AMANDA SMITH
 ADMINISTRATIVE ASSISTANT

Here at H&M, we pride ourselves on going above and beyond to provide exceptional customer service. From phone calls to the office, meetings with supervisors, and daily interactions with our job foreman; it's always brought to you with the professionalism you've come to expect.

When the company was started 24 years ago, an online presence was practically unheard of for businesses and corporations. However, we've come a considerable way since then. For those of you familiar with the internet, I'm sure you've come across our webpages for landscaping (www.hmlandscaping.com) as well as snow plowing (www.hmsnowpros.com). We've

recently added a new section to our landscaping website, with the idea of promoting better customer service in mind. Under the "Contact Us" section, there is a form which allows you to submit comments directly to Mark, the company president, regarding questions, suggestions, or requests. If you're interested in being contacted directly, you are free to provide those details; otherwise, your thoughts are delivered anonymously to Mark's inbox.



Social media, and Facebook in particular, have exploded within the past five to ten years. This past February, I set up a company Facebook page, which is updated regularly throughout the week. The supervisors and I collaborate to post a variety of things: office happenings, pictures of job sites and projects, introductions to supervisors and staff, and even "how-to" videos performed by our very own employees! For those of you not aware of our Facebook presence, please visit us by searching "H&M Landscaping" or going directly to www.facebook.com/HMLandscaping.1988. This is another great way to interact with us directly and receive a quick response!

Stay tuned for information on our up and coming blog, and thank you for your time! We hope to hear from you soon!

“ Plan. Design.
 Build. Enjoy.
 What can H&M
 do for you? ”

DID YOU KNOW?

NICK TINIK
 SENIOR MAINTENANCE SUPERVISOR



- Ladybugs are the most commonly used form of biological pest control, because one adult ladybug can eat as many as 50 aphids (tiny, soft-bodied bugs that eat the plants in your garden)
- The saying "cool as a cucumber" is true... The inside of a cucumber on the vine measures as much as 20 degrees colder than the outside air on a warm day
- A hummingbird will feed at over 1,500 flowers on an average day.
- If a spider dismantles her web, that means a bad storm is near
- The average caterpillar has 4,000 muscles, and 248 in its head alone! Caterpillars are the larval stage of moths and butterflies



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