



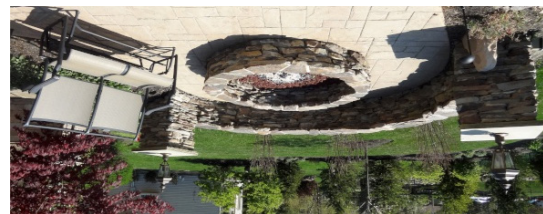
# Announcing our New Look!

**Kathy Hupp, Office Assistant**

Have you noticed anything new with H&M lately? As we continue to make changes to better serve our customers, an updated look has been part of that process! Some of the changes are a re-designed logo with a more streamlined look. We've also updated our website! It is much easier to navigate and more pleseant to look at. Our new purpose statement is: PEOPLE SERVING PEOPLE TO ENHANCE EVERYDAY LIVING. And the new logo tag line is: DEIGN•BUILD•MAINTAIN. To me, this sums up all we do for you!

On another note, H&M Landscaping is honored to have received the 'Best in Show' award at The Great Big Home + Garden Show this year!! A display with decor handcrafted by our very own workers. We could not be happier or more proud of our team!

As we grow, we want our customers there every step of the way. Come grow with us!



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LANDSCAPING  
Design • Build • Maintain



Seasonal Newsletter

Spring 2020

# NEWSLETTER H&M LANDSCAPING



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## A Letter From The President

WELL JUST WHEN YOU THOUGHT YOU SAW IT ALL. I have been in the landscape design, build and maintain business for nearly 33 years. I have experienced the dotcom bubble in 1990, the tragedy of September 11, 2001 [who could forget that date], then 2008 watching America's net worth plummet from 9,000 to 5,800 on the Dow jones. Just when you thought there is no way America can come back from another major event, here comes COVID-19. Just like the other disasters Americans worked through, I can remember exactly where I was like it was yesterday. March 15, 2020 is a day that I will never forget.

Now let me preface my next statement with this. I am a consummate optimist (glass half full). We all heard the stories coming out of China and Europe as the virus spread across Europe heading to the United States. I admit I stuck my head in the sand and said things are going to be fine. Well here comes March 15, 2020. I am sitting on my couch as I hear the emergency announcement that Governor DeWine has scheduled a press conference. This is when things get a little blurry for me. Then the flight or fight mechanism kicked in. Here is where the real story of the heroes that are in my life and organization take over.

I want to start with saying the first responders and medical staff are and were amazing during the infancy of the virus. I may be a little biased, but my team really stepped it up. H&M's senior management was on a Zoom video call by 9 pm that evening. The decision was made to shut everyone down for the week as we tried to put this into perspective. We elected to pay everyone for 40 hours to stay home as we started to process all the moving parts. This is where the true heroes of the H&M team started to take over. What I saw and what I experienced from our staff was just about as amazing a feat as I have ever seen in my professional career. My senior management team – Chris White, Craig Kachline, Nick Tinik, Mark Barker, Kevin McCausland, and Steve Petersen [and countless others] - jumped into action forming committees, delegating tasks, and kicking some COVID behind! I am not going to get into the weeds on all the minutia, but I will say the effort, compassion, and sheer willingness to win was unprecedented. The litany of items they put into place in such a short timeline to make sure that our most important asset [our team] was protected and able to do their job is and will be one of the greatest collaborative efforts I have seen. Now I can name names on specific tasks but all I can say is WE ARE H&M!!! In my eyes we all win as a company and I am proud to say I am part of the most amazing team in the entire landscaping world.

Mark Mazzurco, President

# Season Long Insect Control

## Jerry Wilthew, Grounds & Turf Supervisor

After a long winter, we will all be looking forward to spending some quality time in our outdoor living areas. Soil temps will warm, and the grass will start to color and grow, begging for bare feet to walk through the lush new growth.

The renewing of spring will also bring about insect activity. Insects love the great outdoors, and a lawn area is a perfect habitat for these pests.

Promoting a healthy turf area is your first defense against insect damage. A vigorously growing lawn can help combat injury and heal damage quickly as well.

You may have heard some talk about over seeding with newer varieties of turfgrass. Make sure they are endophyte enhanced. Endophytes, or living organisms, which live in the grass plant make the plant undesirable or deadly for insects that feed on it. Many new products have come on the market that are safer—to you and other animals—and offer season long control with one application.

We are offering an application in May that will combat all caterpillar, billbug and weevil activity, while at the same time being active against the white grub larvae that start eating roots and causing damage in the late summer/fall time frame. This product has no adverse effects on beneficial or non-target organisms. Importantly, no harm is done to bees.

We have seen an increase of multiple pests causing damage to lawns in the last 2 seasons. If you want to do everything possible to minimize damage, consider our turfgrass insecticide application this spring, it is a very safe product to man and beast.

# THE PERFECT OUTDOOR PATIO

## Steve Fuller, Construction Manager

H&M Landscaping of northeast Ohio can bring an artistic look and function to your new outdoor patio. It all starts with planning facets that will bring your outdoor space to life. This includes paver selections and planning on which furnishings you want to add to get the



maximum living enjoyment we have to offer.

When we meet with our customers during the planning stages of their patio, we inquire as to what type and size of furnishings they have in mind for their space. Furniture size can be a key factor in planning the size and shape of your patio.

Once we have an idea on the size and shape of the patio, the real fun begins with what type of material to build the patio

out of. There are endless options of paver products by Unilock or Belgard to install. Or even using natural stone like sandstone, bluestone, flagstone etc. Our design team can offer great ideas as to what products and color scheme you are looking for.

Finally we take all the information we have worked together to acquire and come up with your perfect outdoor living space that you and your family and friends can enjoy for years to come. Just give us a call @ 440-564-1157 for a free estimate. Visit our website @ hmlandscaping.com for ideas. Here at H&M Landscaping, we are more than happy to help with this whole exciting process!

# Spring is Upon Us

## Chris White, Executive Vice President

Spring is upon us. It permeates our environment and becomes part of our speech. Phrases celebrating this season have become ingrained in our language. Landscapers certainly use spring-related terms. Let's explore them, shall we?

**Spring Cleaning:** Our maintenance teams comb your property for any leftover leaves, sticks and other winter debris. Snow damage is repaired. A deep edge is defined for planting beds and tree rings. A pre-emergent herbicide is applied to beds to help battle weeds. Mulch is installed. A broad-spectrum fertilizer with crabgrass preventer is applied to turf. And finally, they lay some fresh new mower lines in the grass.

**Spring to Mind:** Perhaps you're thinking of enhancing your outdoor space. From seasonal color and plantings to hardscapes and outdoor living, we're ready to help design, build, and maintain to your needs. Our craftsmen create custom spaces to fit your budget. We focus on safety, quality and production to enhance everyday living.

**Spring in your Step:** As you open your sliding doors, you walk out onto a new brick patio or stamped concrete patio. Maybe a composite deck is more your style. We install many popular brands like Trex and Azak. We can complement these areas with gazebos, pergolas, firepits, custom kitchens and more.

**Spring a Leak:** Did you know H&M handles irrigation too? From startups, repairs and shutdowns to system installs, we've got you and your plants covered. Outdoor lighting can also enhance your property when properly done. We could shine a light, so to speak.

**Spring Chicken:** We're definitely not that! Since 1988, we've served the greater Cleveland/Akron communities. Our staff consists of seasoned, industry vets. With licensed pesticide applicators and Certified Landscape Technicians, we are a single source provider of design, build, maintain services. Come experience H&M. People Serving People to Enhance Everyday Living.

