

IS YOUR PROPERTY HEALTHCARE INSURANCE UP TO DATE?

Jerry Wilthew, *Grounds & Turf Supervisor*

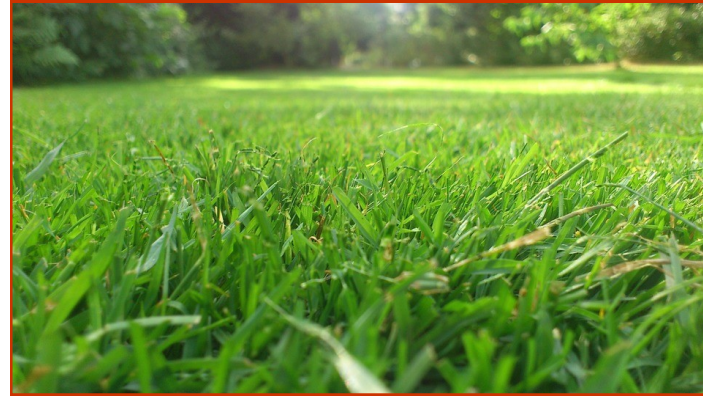
Keeping your property in the best shape possible is the main goal for myself as account manager. I do not make recommendations based on monetary gain. We do have to make a profit - that is not a bad word. Any business out there cannot continue if it does not make money. I tend to get complaints about not being proactive with suggestions, but at the same time I am questioned about the cost.

Normal maintenance which consists of mowing, pruning, clean-ups, etc., seems to be easy to sell. Fertilization, mid-season edging, mulch cultivation, insect / fungal prevention, aeration and overseeding are harder to get you as a customer to accept.

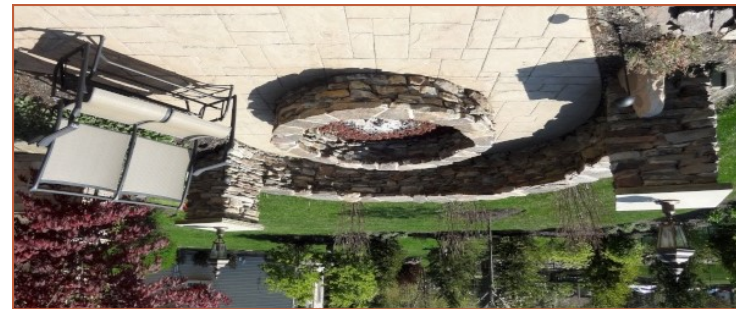
This season I have seen multiple examples where a customer's property could have been enhanced with some of these extra services. Nutsedge was prevalent. It always is in a wet year. Did you aerate to help with drainage issues? Numerous lawns had insect activity along with heat stress issues. Have you considered overseeding with newer varieties of grasses that have been bred to combat these problems? Planting beds dried quickly during the few hot spells we encountered. Was your mulch cultivated to encourage good water infiltration? Fungal activity is always out there; it tends to become an issue during the dog days of summer. Have you considered a preventative fungicide program?

I know you want your lawns and plants to be in the best shape possible. The easiest way for that to happen is to stay ahead of it. We can most times stop a problem from getting worse, but only time will heal the wounds.

The question then comes down to cost. You may never have had a problem in the past, but are you willing to put up with the consequences? *It might well be more expensive to fix the problem than to prevent it.* Have you had any questions or issues with one of the problems discussed above? Let us help in being proactive in keeping them out.



Plan. Design. Build. Enjoy.



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FALL 2019

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A LETTER FROM THE PRESIDENT

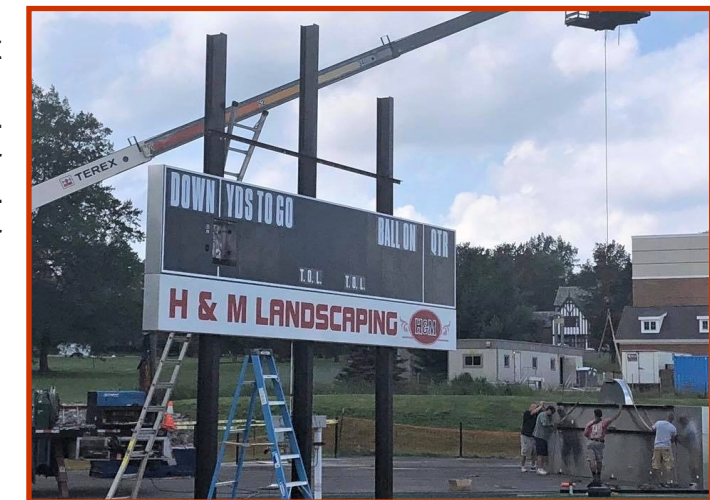
Our Commitment Is To Exceed Your
Highest Expectations The First Time

WOW!! Is it just me or does it seem like our summer season gets shorter and shorter in Cleveland with every passing year? It feels like yesterday it was spring and now I'm staring at fall. Cool, crisp mornings and 75° days. If I could bottle this up and sell it, I don't think I'd have to landscape anymore.

All kidding aside, it's been another great season thanks to every one of our loyal customers. We have been lucky enough to create some amazing new outdoor living spaces. The creativity of our design staff and production team always amazes me. Just when you think you've seen every landscape scenario our creative staff comes up with a new solution to a complex problem. From pools, patios, water features, outdoor lighting and beyond, our staff creates one-of-a-kind spaces to allow our customers to enjoy time with their friends and family.

Many of you may not know this but my youngest daughter, Isabella, is a junior at Gilmour Academy. After 15 seasons, it was time to update Weber Stadium. H&M was lucky enough to partner with Gilmour Academy and sponsor the new scoreboard. I'm excited about this opportunity and wish the Gilmour Lancers all the best in their 2019 football season. Go Lancers!!!

Thanks to all of you, because without you there wouldn't be an H&M landscaping.



"A garden is a grand teacher. It teaches patience and careful watchfulness; it teaches industry and thrift; above all it teaches entire trust".

Gertrude Jekyll

FALL CLEAN-UP

Dave Knaus, *Maintenance Account Manager*

A fall clean-up is the systematic collection and removal of any leaves, sticks and debris littering your property as a result of the changing seasons. Your open areas of turf, landscape beds and hardscapes are all included in our Fall Clean-Up Package. This service is primarily performed using a variety of backpack and wheeled blowers, though certain areas may require us to rake them by hand.

Fall clean-ups are performed on a first come/first served basis, and in conjunction with our current lawn care customers' routing. Fall clean-ups are typically performed when the weather conditions permit and debris can be moved to an available wooded area, hauled away for a small additional charge or left along the roadside if you live in a township that provides leaf disposal.

Reap the benefits of a clean, neat lawn and landscape appearance at your property. Not only will your property look pristine, but it will be healthier. Removal of debris from your lawn will help its health by avoiding the problems associated with leaf compaction and added acidity to your soil base, which can destroy your turf and increase broadleaf weed activity. In addition, spores found on leaves can infect your soil and re-infect trees and shrubs year after year.

A clean lawn area is essential to attain the maximum benefits from other important fall services such as lawn fertilization, liming, tick control and core aeration.



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FIRE FEATURES

Kevin McCausland *Assistant Production Manager*

Summer is almost over, and cooler nights are starting to settle in more often. Backyard parties are ending, and many plants have started to prepare for fall and winter. It may seem somewhat depressing, but it doesn't have to be! It is the best time of year for evening bonfires with family or friends and sharing S'mores or campfire pies cooked over the coals with your kids! You may have a fire pit, fireplace or gas log feature. Whatever you have, this is the best time of year to enjoy.

We install every fire feature imaginable! Most clients have a picture in mind of what they're looking for and then we like to add the H&M touch to it. After selection and agreement to style and price, we hit the ground running! Supervisors get special materials ordered and then we show up on your property ready to build.

When H&M installs a fire feature for you, we will typically run a 1" poly gas line from your house out to the new fire pit location. This is usually at least 18" deep for safety reasons and is considered the first step of construction. Next we install the necessary base to build on. The third step is constructing the feature. Once the fire feature is constructed a gas log starter is connected and tested. Depending on what the client has purchased, we like to install black lava rock in the bottom to make it look complete and ready for logs.

Of course, no fire pit can be complete without a decorative cedar top! There are many reasons to do this. First, it keeps all the leaves and debris from getting in and creating more work for you. It also provides some interest in the winter when snow is stacked on top or maybe when not in use in the summer, put a flowerpot on top to color the area more. I truly hope you get to relax and spend time around your fire feature now or in the future with all your loved ones. **HAPPY AUTUMN!**



DORMANT PRUNING

Mike Hetzel
Maintenance Supervisor

What is dormant pruning? Dormant pruning is not the customary 'shaping' we usually do in the summer to make everything look nice. Dormant pruning is CORRECTIVE pruning that helps the overall health of the tree or shrub. Without the leaves, due to the cold temperatures, it offers us more access to the inner branches of the tree or shrub. This also gives us the chance to take out crossing branches, dead or dying branches, thus improving the overall look and health of the tree or shrub. Reasons to hire a certified landscape technician to take care of your dormant pruning:

- Remove unhealthy branches so the tree or shrub can fill out correctly.
- Less chance of diseases transmitting from plant to plant.
- Less stress on trees and shrubs; allows for bigger and more drastic cuts before new growth in the spring.
- Take that unsightly shrub in front of your window out or by a sidewalk for safety.
- Safely lower your burning bushes without worrying about them dying from the summer heat.



GET TO KNOW...

Chris Marsh



Hello, I am Chris Marsh. I am a new Design/Build Business Development representative here at H&M. I have been an active member of the Ohio landscaping scene since the late 1990's. I caught the landscaping bug early in my career. I was at a bank one Friday to cash my paycheck and the teller recognized the landscape company name on my check. She asked if I had ever considered doing any 'side work'. I entertained the idea and met with George, her father, a retired Army veteran who was finding it more and more difficult to keep up with his landscaping needs. He was concerned about a small corner of his back yard that had become very overgrown and unmanageable. As I was cleaning the area out, I found some older, forgotten items hidden in the overgrowth. I incorporated an old birdbath and a sawcut wood picture of a cardinal that had been treated with urethane several years prior. He was so excited to see the 'relics' that I had uncovered and used in his design, that he rushed to bring his wife to see my creation. The joy in his voice, along with the single tear running down his cheek made me so happy that I knew, at that moment, this was my calling! I'll forever be striving to change the way you look at your yard!

GET TO KNOW...

Jon Kuss



My name is Jon Kuss. I grew up in Wadsworth, Ohio and played sports all the way through high school. I attended Baldwin Wallace University and received a degree in Sustainability/Business Administration. During my time at Baldwin Wallace I played football and rugby. I currently live on the east side of Cleveland and am a huge Cleveland sports fan. In my spare time I enjoy spending time with family and friends, going to breweries and watching movies. I also love to cook and spend as much time as I can outdoors. I have been landscaping since I graduated college and have been moving my way up in the industry to get to my current position as Business Developer. I developed a passion for the work, and I am looking forward to the new opportunities available to me as a member of the H&M team.

Welcome to The H&M Team!