

6 STEPS TO FOLLOW TO HAVE HEALTHY TREES THIS SPRING

ED SMITH

CHEMICAL AND QUALITY CONTROL SUPERVISOR

Established trees may seem self-sufficient, but they don't just happen. Trees are low-maintenance, not no-maintenance. Tending to seasonal chores helps keep trees healthy and protects your landscape investment.

Get your trees off to a growing start by following six simple steps for spring tree care.

1. Clean Up

Kick off the new growing season with a quick spring cleaning – for trees. Remove any remaining decorative holiday lights. Don't allow lights to stay wrapped around tree trunks or branches. If you forget about them, you risk girdling growth. When temperatures warm, remove any protective winter wraps you placed around trunks. Rake and gather debris that collected beneath trees over winter, such as small twigs, leaves or fallen fruits. This is especially important with trees susceptible to fungal diseases, which can overwinter on debris. Examples include pines affected by diploia tip blight or crab apples affected by apple scab.

2. Mulch

A layer of mulch helps soil retain moisture and suppresses weeds. It's most crucial when caring for younger trees, ones that have only been in the ground a couple of years. Aim for a 1.5-inch-thick layer around trees but not against the trunk. Mulch piled against the trunk holds moisture and heat, which helps give diseases such as tree cankers and insects that hibernate an easy point of access.

3. Water

Wait until soil thaws to tackle watering chores. If you water while the soil is still frozen, you'll just create runoff. Deeply water trees located in areas where de-icing materials were used over winter. Irrigating moves salt-laden materials through soil and away from tree roots. Even though the weather is cool, don't allow trees to dry out. You may have to water several times if weather warms or if you have sandy soil. Check your sprinkler system by inspecting emitters and lines for leaks or clogs. Look for puddling around trees and adjust sprinkler heads accordingly. Sprinklers shouldn't spray water onto foliage of trees susceptible to fungal diseases. If dogwood, for instance, has continually wet leaves, it's more likely to develop anthracnose or powdery mildew.

4. Prune

You should inspect trees for damage or broken branches and prune them off. Make sure the cuts are made clean and crisp. If you're unsure whether a branch is dead, wait until the tree leafs out. Dead branches are easy to spot once leaves unfold.

5. Inspect

Before leaves appear, inspect tree trunks and branches, looking for signs of disease or damage. Look for rabbit or vole damage near the base of trunks. If damage is present, erect a fine-mesh screen to prevent further damage, and monitor the tree's health over time. If you do spot something that makes you feel uncertain about the safety of a tree, contact H&M Landscaping for your tree needs.

6. Pests & Diseases

Insects and diseases of trees and shrubs should be treated preventively in the spring of the year with a dormant oil spray or a systemic tree injection to help protect the plant before the heat and stress of the summer set in. New problems develop yearly, so make sure you protect your landscape investment. If you have any questions or concerns about your trees and shrubs, please contact me at our office. ~ Ed Smith



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A LETTER FROM THE PRESIDENT

Our Commitment Is To Exceed Your Highest Expectations The First Time

Craig will be filling the position of Production Manager at H&M Landscaping. Craig's resume is very impressive, and he has been in the green industry for more than 20 years. He is a proud graduate of North Carolina State University, where he earned his Bachelor's Degree in Agronomy. After college, he was employed as Assistant Superintendent at the prestigious Raleigh Country Club in North Carolina.

Following this brief stint in the South, Craig returned to Northeast Ohio to spend the next 4 years working at Canterbury Country Club. Then, in 2001, he continued his career journey as Superintendent of Acacia Country Club, one of the premier private courses in Northeast Ohio. Of course, managing a country club puts one under a microscope, requiring attention to detail and keeping the bar set very high. For any of you that had the privilege of playing at Acacia Country Club, I think you would agree that it was always well manicured and in excellent condition. Craig did a great job working with his staff to make sure that every detail was taken care of, and it truly showed in the appearance of the grounds.

Over his 20 years in the green industry, he has also acquired many certifications and has been associated with many organizations. He is a 15-year member of the Golf Course Superintendent Association, he currently sits on the board of directors for the Northern Ohio Golf Superintendents Association (where he was president for two years), and is also a member of the Ohio Turf

Grass Foundation. Craig currently holds certifications in irrigation design & installation, and has pesticide and turf grass applicator licenses.

I'm confident that his years of experience will add tremendous value to our organization and ultimately, to our clients. Join me in welcoming Craig to our team; I can't wait to see the growth that's in store with him on board. I am truly excited, and I feel his presence will take the H&M customer experience to a new level. Likewise, I look forward to seeing him mentor our existing staff, both young and old. With our growing business, we are constantly evaluated by our customers, and we always strive to make sure we are appropriately staffed to "exceed your expectations the first time".

Here's to a great summer with family and friends. I hope you'll continue to enjoy the new outdoor living spaces we have created for many of you over the last 25 years. It's truly been a pleasure being involved in all of your projects.

Mark Mazzurco

Mark Mazzurco, President



I think it's fair to say, this has been a long, hard winter. It certainly is refreshing to hear the birds singing and feel the temperatures rising, and soon we'll be enjoying the outdoors once again. I'm sure most of us are probably suffering from a bout of cabin fever; I know that I am, and I actually love the winter months. The good news is, SPRING is finally here! Just as those chirping birds and longer days are a sign that we've made it though another winter, so is our annual spring newsletter.

The spring newsletter starts off the new year to keep our customers informed on our ever growing and changing business. I am excited to announce, thanks to all of our loyal customers, we are growing once again. Of course, with growth comes new H&M team members. It's with great pride that I would like to introduce all of you to Craig Kackline.

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THE H&M INSIGHT



HAPPY BIRTHDAY TO OUR H&M TEAM MEMBERS

Mark Mazzurco, February 14

Mike Skapin, February 22

Jose Alejandro Murillo, February 25

Ed Smith, February 25

Scott Rossman, February 27

Paul Mares, February 28

Sam Kent, March 10

Mark Barker, March 21

Mike Kinder, April 1

Miguel Murillo, April 6

Ralph Smith, April 13

Scott Wood, April 21

Dave Hartman, April 25

Enjoy your day!

HOW TO CHOOSE A SERVICE PROVIDER

MARK BARKER
BRANCH MANAGER

For most of you, your property and home will be one of the single largest investments you make over the course of life. Selecting a qualified full service Landscape Maintenance/Design Build Service Provider can help maintain your home's resale value and provide positive and relaxing environments for friends and family for years to come. The key is selecting the right service provider. There are many options when selecting your landscape maintenance provider and all should be considered in the following steps.

1st - Define what services you are looking to have performed and create a scope of work. Do you just need the grass cut on a weekly basis or are you looking to transform your backyard? Even if you are not a professional, a good candidate for your project will make several recommendations and educate you on why they feel there is a need for services you may have overlooked.

2nd - Get quotes. Look at three qualified companies who have the references, certifications and work history to match your service needs. There is a very distinct difference between grass cutters and lawn maintenance companies, and it will show both in price, service and end result. Pricing from qualified companies will, in general, be very similar to each other. Keep in mind when there are two numbers close to each other and one significantly lower, you may not be getting everything you asked for or your estimator has made a costly mistake.

3rd - Look into references. Qualified companies will have several pages of references, pictures of past and current projects similar to yours and have reviews or quotes from customers on their web page or advertising. When making calls to references ask several questions such as "How would you rate their follow-up?", "How quickly did they respond" and "do you receive regular communication about the activity on your project". If they direct you to only call a select few numbers, I would question the accuracy of the feedback.

4th - Ask questions. Ask as many questions as you feel necessary to reassure your curiosity. Knowledgeable service providers will provide factual responses and can provide backup documentation to their statements. If questions are answered in a roundabout way and you don't feel satisfied with the answer received, you may have future doubt about the service provider's ability to perform additional requests for work outside your predetermined scope of work.

5th - Versatility. How many other services in your scope of work can one provider offer. Most owners or decision makers would like to develop relationships with one provider for all their needs rather than manage two or three other contractors for various tasks. Having a contractor that can provide all your service needs will save you from being a manager of services, allowing you more time to spend enjoying your project and saving money.

6th - Make a decision. Select your contractor of choice and always enter into a written agreement of which both parties agree to. Verbal agreements just will not work and often lead to issues throughout the course of the season. Whether you are selecting a contractor for the first time or making a change in service providers, please keep in mind there will be a short period of time to get acclimated to each other's preferences. Regular communication between the two parties and property visits will likely keep this period very short and effective.

By following these six easy steps, you will find this to be an enjoyable relationship for years to come!

COME ON SPRING!

JOE MAZZURCO
VICE PRESIDENT SALES AND SUPERVISOR

With the passing of the 2013—2014 winter season, spring is approaching, which means we must evaluate our yard's needs. Did you know that with this past winter, our lawns, plants and gardens have been under snow and ice for well over seventy five days? Keeping this in mind, it will be very important in April and early May to evaluate our yards.

At H&M Landscaping, we have a staff that includes Certified Licensed members in the fields of lawn fertilization, construction, irrigation, maintenance along with a design staff with over twenty-five years experience.

With our expertise, and considering the harsh winter that we have had, let one of the many H&M Representatives take a look at your yard and provide you with a free estimate. We provide many services to our customers; from



basic lawn maintenance all the way up to full landscaping maintenance packages.

Call us today and one of our staff members will be happy to assist you with all of your landscape needs.

IRRIGATION SPRING TURN ON & LOW VOLTAGE LIGHTING

RALPH SMITH
IRRIGATION/LIGHTING SUPERVISOR

Although it may not seem like it, spring is quickly approaching. It is not too early to schedule your spring irrigation turn on. An H&M irrigation turn on is not simply turning the water on and leaving. Our trained technicians will:

- Turn on the water source
- Activate each zone
- Make adjustments to rotors and pop ups
- Clean around the head to remove obstructions
- Check for the correct pressure
- Check for leaks within the system
- Set the irrigation clock—your clock will be set to the off position and be ready to run when needed. Simply set the dial to the run position.



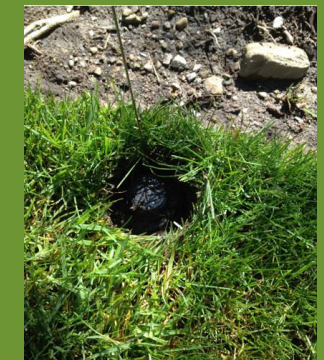
Before Turn on

During our spring turn on visit we will be offering the new Hunter Solar Sync at a reduced price. This is the latest device that will automatically adjust the controller's daily run time, based on your local weather conditions. Solar Sync measures sunlight and temperature, and uses ET to determine the correct seasonal adjustment percentage value to send to the controller. The controller then uses its programmed run time and adjusts Solar Sync's seasonal adjustment value to modify the actual irrigation run time for that day. In addition, the Solar Sync ET sensor integrates Hunter's popular Rain Clik™ sensor to provide a quick response that will shut down your irrigation system during rain. The Solar Sync is compatible with most Hunter controllers and applicable to both residential and commercial systems.

Also at the spring turn on, it is a good time to go through all your low voltage lighting—resetting the timers, changing bulbs and

adjustments. Ask us about cost savings to upgrade your bulbs to LED retro-fit bulbs. There is a significant cost savings with this option that we can go over with you.

Simply call our office to schedule all your irrigation and lighting needs.



After Turn on



“Our goal is to rise above our client's highest expectations and deliver the ultimate landscape”



DID YOU KNOW?

NICK TINIK

MAINTENANCE PRODUCTION MANAGER

- There is a persistent myth that only at the vernal equinox, can you stand a raw egg on its end. There is an equally persistent rebuttal that says it's not possible at any time to balance a raw egg on its end. Neither assertion is true. With a little patience (or sometimes a lot), you can balance a raw egg on its end at any time of year. The first day of spring has nothing to do with it.



- In spring, the Earth's axis is tilted toward the sun, increasing the number of daylight hours and bringing warmer weather that causes plants to bring forth new growth.
- If you were standing on the equator during either the vernal or autumnal equinox, you would see the sun pass directly overhead, the only two times in the year when that is true.
- Benjamin Franklin was the first American to propose Daylight Saving Time in 1784. However, it wasn't fully implemented in the US until after the Second World War.

- Several singers have sung about spring including Van Morrison (Celtic Spring), Billie Holiday (Some Other Spring) and Frank Sinatra (Suddenly it's Spring).
- Spring fever is not just a myth - the body may experience physiological changes due to changes in diet, hormone production and temperature.

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