

Get with the Program...



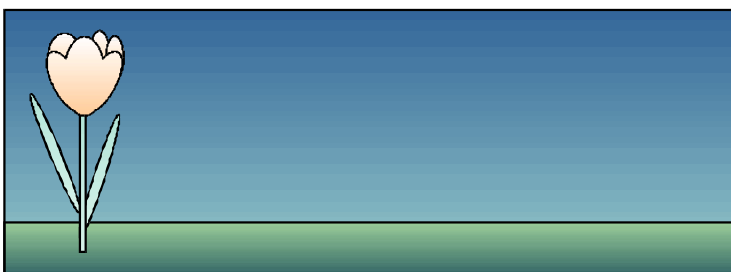
Here is a *simple and easy* formula:

- Four-Step Fertilizing Program (Dimension is one of the best products on the market)
- Power edging
(**FREE** with prepay fertilizing program before April 1, 2007)
- Professional weekly lawn maintenance
- Power rake/dethatch in the Spring
- Aeration in the Fall

While it is all about curb appeal, note (pictured) how quickly power edging the pavement can make a dramatic difference. Secondly, if you haven't already, we strongly encourage you to consider introducing your lawn to the premier **Four-Step Fertilizing Program**. Dimension is one of the best, environmentally friendly products on the market today. The program encourages thick water filtering turf growth (which discourages runoff). The above formula promotes the natural cycle of rain, filtration, evaporation and proper air circulation. A win-win formula for a "to-die-for-lawn"!

There you have it! Masseys, locally owned and operated for 18 years, can provide all of the above and even more. For a "to-die-for-lawn" that sets the standard in your neighborhood, call Masseys today for the 2007 premier **Four-Step Fertilizing Program** rates. Sign up and prepay by April 1, 2007, and you will receive a **Free Power Edging** of your sidewalks and driveway in 2007, Call **833.2559** for estimates today.

it's not the years in your life that count. it's the life in your years.
(abraham lincoln)



Scoring a Home Run in the Community

In spring of 2006, Masseys, llp, donated their time and expertise to the Verona Little League project by installing approximately 900 sq ft of brick pavers and a block retaining wall to accent the Little League Pledge Wall. "Masseys view their effort as an investment in our communities future," says Garrett Erickson, Massey Operations Manager. The Verona Little League complex is located just east of Verona on business 18-151. Pictured above is the Massey dugout sign.



Hospice brick memory walk

A group of WLCA volunteers gathered on a warm, sunny, summer Saturday (2006) to inlay engraved memory bricks into the Hospice Memory Walk at Cheryl Parkway in Fitchburg.



Turtles and benches for sale...oh my!

The 500 pound granite turtle and the natural granite & blue stone bench made its debut at the Garden Expo. If you like, they are for sale. Contact Masseys to purchase either of these amazing garden sculptures. Free delivery in the Madison area. If you fancy the natural stone bench, Garrett Erickson can custom cut one to enhance your garden sitting space.



Create a Buzz



Who wouldn't want to live in a house with instant impact?

1. **Update the landscaping.** SmartMoney magazine has said that if you spend 5 percent of the value of your home on landscaping, the return on investment can yield 150 percent or more. Add graceful touches such as flower beds/containers that have everblooming plants throughout the growing season.
2. **Spruce up your driveway.** Consider brick for the instant "wow" impact. With the variety of shapes and styles available, they imbue a front yard with color and texture.
3. **Create front entry focal points.** Consider a brick walkway with a pattern that adds pizzazz! Everyone loves a beautiful walkway that leads up to the front door.

-excerpt, by Sharyn Alden, WSJ



Welcome Spring and Summer 2007!

Just when the caterpillar thought the world was over, it became a butterfly. -proverb

Surprise Contest Inside!

Bringing home the awards



Chartreuse and purple... Award Winning Combination

Chartreuse and purple were the inspiration to design and "pop" for the brussels paver patio. Brick pillars anchored the cedar pergola, giving the Massey Garden Expo display booth a warm garden room appeal. The 14th annual Garden Expo sponsored by WHA February 9-11th had record-breaking crowds in attendance. **Masseys were awarded first place for display booth.** "It was a complete surprise which has us really excited about the upcoming spring season," said Sue Massey. www.masseyslandscaping.com



Giant Snowman Tribute



What began as a tribute to Scott Bremser, 34, (Massey Landscape Construction Foreman) who was killed in a car accident December 7, took on a life of its own. What evolved was nothing short of amazing! The team-building effort erected a 19-foot snowman along Mineral Point Road. The locals responded by sending letters, emails, honking horns, and taking pictures. One can not drive by without smiling! This has definitely set a precedence for an annual 'snow-building' party. Stay tuned for the 2007-2008 winter season.



2007 Excellence in Landscaping

And Masseys were also featured in the WLCA (Wisconsin Landscape Contractors Association) - **2007 Excellence in Landscaping Awards Program** for Residence Front Entrance - Redesign (pictured below).





Mr. SnowMassey Coloring Contest

The more colorful, the better! Break all the rules. Forget white snow and make him any color you wish! If you are the winning entrant, you could win a **\$50 gift certificate to Toys R Us!** Entrants must be 8 and under. Please clip out & return in the SAE. Good luck!

Name:

Age:

Phone Number:

Well worth a mention...

Bunky's, located at 2827 Atwood Avenue, Madison, WI, 204-7004, has excellent Italian/Mediterranean cuisine. Did we say excellent, we mean amazingly excellent! **Of Nature, Jewelry and Sculpture** by Sandy James @ www.ofnature.com. And last but not least, there is **Heart to Heart** by Shari Grenzow Mauer @ 800-728-1457, features seasonal outdoor signs, plaques, birdhouses and other embellishments for your home & garden. Speaking of heart...what easier way to 'give back' than to visit the **Red Cross**?

Sandwich generation... adults caught in the middle of raising children *and* caring for aging parents. There may be a solution only a phone call away. Care-giving experienced young adult with excellent references dedicated to providing **elderly in-home assisted care**. Please call 833-2559 ask for Naomi.

A warm welcome to...

Shane Martig, landscape crew foreman brings 10 years experience to the Massey team. **Naomi Massey**, administrative assistant, who better to answer the phone than someone who grew up in the business?



Celebrate Earth Day April 22, and Arbor Day April 27

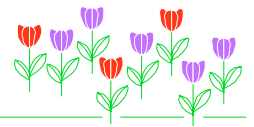
Screening, erosion control, trees in memory of, trees in celebration of, environmentally cleans the air, attracts wildlife, conserves energy only a few benefits from planting a tree. Carefully placed trees can provide cooling summer shade, protect your home from chilling winter winds, and maximize energy gains from winter sunlight...cutting annual home energy use by as much as 15 to 35 percent, fights air pollution, etc. As urban and suburban development displaces many birds and animals from their natural habitat, it becomes increasingly important for landowners to provide mini-sanctuaries for wild birds and other wildlife. For free seedlings and additional information, contact The National Arbor Day Foundation @ arborday.org.



SNOW PLOW SOD DAMAGE REPAIR

...will be underway once the major threat of snow is past. As the snow melts, sod turns back easily and into place, or areas will be reseeded. As the sun warms the ground, surface areas slightly scraped off take root quickly.

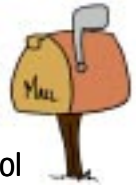




Menu of Services

Please check the service/s you would like us to provide, and **return by April 1, 2007 in the SAE.**

- Lawn maintenance**
- Pruning**
- Tree trimming/removal**
- Sod & Overseeding**
- Patio/Retaining walls**
- Landscape project/other**
- Dehatch/Power Rake**
- Mulch application**
- Spring/fall clean up**
- Aeration**
- Perennials/annuals**
- Container gardening**
- Weed patrol**
- Power edging**
- Preemergent weed control**



Full Fertilizer Program

Premier, Dimension Four-Step Dry Granular Program: Return clients see enclosed estimate for prepayment plan. Please sign & return by April 1, 2007 (if possible), as Step I will be applied by May 1. Please don't hesitate to call for estimates/questions.

- Preemergent weed control - Sign up early (March)**
Speedzone and Treflon, preemergent weed control for flower and planting beds. Reduces labor and dollars pulling weeds. Must be done early...before the ground warms and weeds germinate.

Lawn Maintenance

Our weekly lawn service include: trimming and blowing clippings off pavement. Please select a payment plan option below. **Our policy:** Lawns are maintained on a regular weekly basis. Rain or holidays can offset the regular weekly schedule. Also, if you have garden hoses or children's toys in the yard, we sure do appreciate having them picked up prior to your regular lawn maintenance day. An **8% Fuel Surcharge** will be applied when gas prices exceed \$2.50 per gallon. As you can imagine, the cost of fuel is a significant expense for Green Industry service providers.

- Yes, I would like to prepay for a weekly lawn service.** Please see enclosed estimate/invoice for total due (**prepay 19, 20th free**). Can also **prepay half** now with the balance due by August 1.
- Yes, I would like** your weekly lawn maintenance service, but would like to receive a **monthly invoice.**
- Yes, I am considering** your weekly lawn maintenance service, but would like an estimate.

Please give me a call, I would like to discuss landscape estimates/projects, etc.

Masseys, locally owned and operated since 1989, provides high-quality Green Industry services on a personal basis with an exceptional team. We offer competitive rates with an emphasis on unique design. **Unheard of five-year warranty for some of the best brick installs** in the area. Referrals available upon request. Members of Wisconsin Landscape Contractors Association. We thank you for supporting small business.

Name

Address

Phone Number:

For time-sensitive messages, please call the office @ 833-2559. Email is great, however, during the peak season we spend extensive hours in the field.

Free Estimates

While estimates are free, there is a \$75/hr rate for landscape plans designed by staff. This fee is waived if the project is booked.

- Containers:** Please check which season/s you would like Maron and Sue to deliver/design/install.
- Spring** **Summer** **Fall** **Winter** **All**
- Prepayments** toward initial cost of flowers is very much appreciated. Thank you!

WQ

