



608.833.2559

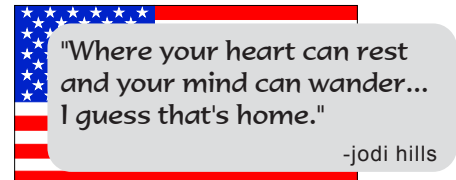


When you get a chance to sit it out or dance, I hope you dance.

We at Masseys Landscaping choose to dance! We are very fortunate to have found a home for our passion, and we feel blessed. We appreciate the support, loyalty and encouragement our clients have shown us. We look forward to working with you to see your dreams become a reality. **Walk in our shoes! View our new video on our web site!**

Its a new year

We are excited and inspired by change. Change means... hope... inspiration... excitement... creation and opportunity.



What can each of us do to stimulate the economy?

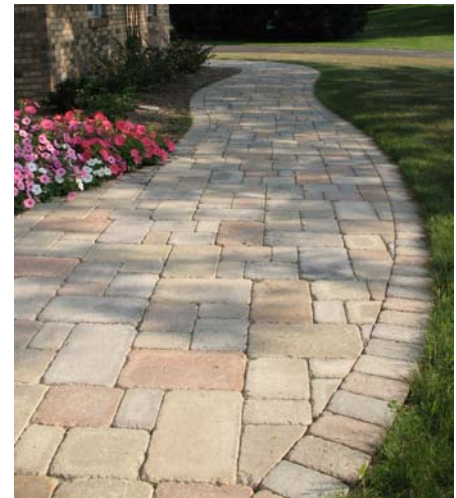
Lock our wallets? Actually, the opposite is true. Each one of us needs to support each other in whichever way possible. If we choose to only patronize large firms (because they may be able to purchase in volume at reduced prices), small businesses will eventually vanish. Similar to the small family farms which are a distant past. If each of us can do our part in support of each other, we can be a unified and strong nation.

Everyone wants to “get the most for their dollar.”

The current trend is to remodel, expand and enhance what you already have. That is exactly what Masseys Landscaping does best. When we design, we like to see the view through your eyes from the inside looking out, and carry that design concept/theme into your outdoor living spaces.

Nooks and Crannies –

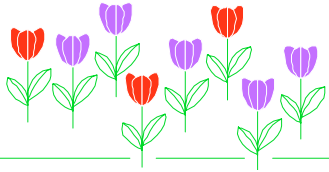
If you select Masseys for your landscaping, we guarantee that you will not only get a dedicated, experienced team focused 110% on your project, but you will also get what comes natural to us. When the final personal touches are added, you will have an outdoor living space that reflects warmth and a sense of 'coming home.' "When my husband comes home from work at night, and turns into our driveway, I want him to leave work behind and feel he is coming home. And that is what I believe Masseys achieves with their personal and unique touches."



We love small spaces. Nothing looks more natural than a clump of sedum, creeping phlox or moss nestled between decorative boulders – perfect for small spaces and special places. It's the little things that bring so much pleasure to life... pathways, mixed containers, rock gardens, garden ponds, terraces, green roofs (see green instead of black tar) and intimate patios/entrances.

Inside...

- ◆ Get the most value for your \$
- ◆ Japanese Beetle control
- ◆ Simple recipe for an explosion of green
- ◆ Unique, warm & inviting, cutting-edge designs
- ◆ Creating outdoor living spaces
- ◆ Knowledge & information is power - talk to us



Very important...
time sensitive sign-up...

Sign up now for the **2009 Four-Step Nutrient Management (Fertilization) Plan** for an explosion of green.

The recipe can be simple... Consider each of the following:

- ◆ **dethatch/power rake** in the spring
- ◆ **weed management control**
- ◆ **power edge** the walks and driveway
- ◆ **aerate** in the fall
- ◆ **japanese beetle application**
- ◆ **four-step nutrient management plan**

Massey's offer a **Four-Step, Slow-Release Nutrient Management Plan** that is *one of the best* on the market. If you are a new customer, please call 833-2559, and Masseys will stop by and take a measurement of your lawn and provide you with a free estimate.

ZAP the Beetles...

◆ **Japanese Beetle Control**

Consider having your turf treated with Merit granular during **mid-late June**. This product will kill the larvae which hatch in the grass and emerge as adult Japanese Beetles. For best results, the product must be watered in for seven days after the application. Please note, this is not a cure-all as beetles may fly in from a neighbor's yard. Since the beetles tend to feed in groups, you can also use a jar of soapy water and knock the beetles into it.



----- Please check appropriate boxes below, **clip and return in self-addressed envelope by April 1**. Thank you!

Lawn maintenance

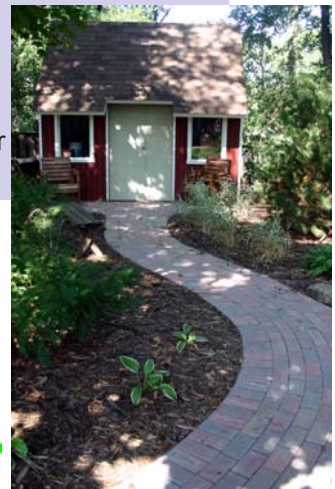
Our weekly lawn service includes: trimming and blowing clippings off pavement. Please select a payment plan option below. **Our policy:** Lawns are maintained on a regular weekly basis. Rain or holidays can offset the regular weekly schedule. During periods of rapid growth, a bi-weekly maintenance may be required. During dry conditions, we may determine your lawn has not grown sufficiently to be mowed. Same as last year, a 10% service/fuel trip charge will be applied. **Please select one of the options below and return in self-addressed envelope by April 1.**

- Yes, I would like to prepay for a weekly lawn service (prepay 19, 20th free). Homes for sale may prepay half now with the balance due by August 1. A typical lawn mowing season may be 26-30 weeks. Please note a final statement will be sent at the end of the season. Lawns are mowed into the late fall to pick up leaves, with a final low cut to winterize the lawn.
- 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.

Here to serve you

- Lawn maintenance
- Sod/Overseeding
- Tree trimming/removal
- Landscape design/install
- Aeration - Sprinkler heads, as well as in-ground dog fences need to be flagged.
- Four-Step Nutrient Management (Fertilization) Plan - Yes, I am very interested.
- Japanese Beetle Control. Yes, I would like information and rates.
- Flower beds & containers - Sue/Maron Massey: Spring Summer Fall Winter
- Other specifics I would like (please, include phone number):
- Power edging
- Spring clean up
- Mulch application
- Patio/Retaining walls
- Pruning
- Green roofs (new)
- Weed patrol
- Preemergent weed control
- Dethatch/power rake
- Water features
- Sod & Overseeding

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.





Seriously, a pink plow?

◆ We wear many hats in the Green Industry

Naomi Massey takes her plow route to **heart**. The guys bolstered her dedication by painting her personal plow pink. Like so many of us in the Green Industry we wear numerous hats throughout the year. Naomi also oversees the office, has an eye for photography, and keeps a finger in the nursing field at the new UW Children's Hospital. When a storm hits and Naomi has to reassign her route/plow to another driver, it takes a REAL GUY to drive a pink plow!

In the depth of winter, I finally found that within me
there lay an invisible summer.

-Albert Camus

To the Massey family and team-

A huge thank you from me to you for keeping me plowed out and shoveled every day during this unusually difficult winter. There was never a time that I could not get where I needed to go! I so appreciate your incredible hard work and dedication to your clients. You are the best!

-Anthony, Madison, WI



Community

As WLCA (Wisconsin Landscape Contractors Association) members, Masseys have been active participants in a number of community projects: Hospice, Verona Little League, Red Cross and The American Cancer Society. What began as a team-building memorial to honor the life of a fellow employee in 2007, has taken on a life of its own. The **2009 Massey Snowman** has become a winter icon for daily commuters along Mineral Point Road. "He brings a smile to whom ever drives by." The brilliant, snowy white "Big Guy" stretched the tape to **20+ feet** this year, and sports buttons and eyes that light up at night. A great wintertime inspiration!

What really happens behind the scenes?

Work begins prior to and after your project commences. Similar to other service providers, crews are loading tools and materials needed for your project prior to driving to your home/office. After they clean up and leave a property, they drive to and dispose of debris at our compost site (which is not free). They then reload, check equipment for repairs, etc., touch base with their crew lead and drive to their next project. As it was in 2008, the same 10% service charge covers one or several of the following: service trip charge [labor before and after leaving the work site], fuel, debris disposal fee, etc.

The good, the bad, and the not-so-glamorous...

We have made the choice to devote life-long careers to the green industry. When working *with* Mother Nature there are constant variables. No two days or weather events are the same.

While recently scanning a "surgery authorization" form, I thought how the last paragraph could easily apply to landscaping. It read "Please note, while experienced staff provide the utmost of care and skill, medicine is not an exact science." **We work to narrow the window of variables by focusing on communication/relationships (with clients/employees/vendors), and placing a high value on quality, timely and consistent services, premium materials and products, education (news-letter & web site), and policies, etc.** From the outside looking in our jobs may look glamorous though in truth, they can be **not-so-glamorous**. It is great to work outdoors, however, working in all types of weather under a variety of circumstances can be extremely challenging.



Walk in our shoes...
see through our eyes...
[View our new video on the web!](#)

Get a handle on the **weeds**

◆ In the very **early spring** consider having a **preemergent herbicide weed control** applied. When spring breaks and the snow melts so will the granules. A weed barrier will cover the ground and prevent most weeds from emerging. These herbicides do no harm to the existing plants; their mission is to search and destroy weed seeds. Commercial preemergent products i.e., Speedzone, Snapshot and Treflon are available to certified pesticide applicators and can produce awesome results and reduce labor dollars spent pulling weeds. **Every spring there is a scramble against time to beat the weeds as the soil warms and weeds germinate.** Keeping ahead of the weeds requires following the steps above on a consistent basis for the best results. Also, consider:

- ◆ **Mulch** planting beds to help protect plants and discourage weed seeds from emerging
- ◆ **Round-up** spot spray for weeds in beds



More than just a “**happening and growing**” trend...

There is nothing like a burst of color against a brick entrance or patio. While large **outdoor flower containers** are like a small garden oasis they are so affordable. Depending on their size and flower selections, for \$100-200 per season, you get two, three, even four months worth of sheer pleasure. Compare the investment to an interior fresh cut arrangement which for \$100, may last a week at the most. Daily watering can be therapeutic and a source of outdoor activity, like walking the dog. If you are fortunate enough to have in-ground irrigation, consider having flower container drip cords installed so that every time the turf is watered, so are your containers. Consistency is key! **Sue & Maron (designers)** are on staff to help you.

Attitude is everything

“The longer I live, the more I realize the impact of attitude on life. Attitude to me is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company, a church, a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. I am convinced that life is ten percent what happens to me and ninety percent how I react to it.”

-Anonymous

In memory of...



What better way to honor the loss of a loved one, than by **planting a tree or flowering shrub in their memory?** Just as they live within your heart, so too will the landscape reflect their ever-present memory. Masseys Landscaping would be honored to plant a “memory” tree/shrub for your loved one.

Our direct mail **newsletter** and **web site**

are the communication tools we use to **keep you informed**, as well as linked to our email so you may contact us. Customer service is a two-way street. At Masseys, it is **our goal to gather much information as possible and then make informed decisions/changes based on the facts.** **Masseyslandscaping.com**



Textures
can make it pop...

We do accept **Mastercard/Visa checks**...

Enclosed in your monthly charge card statement are blank checks that can be written and applied to your credit card balance. We do **welcome charge card checks.**

Share the word...**recycle**

Share the Massey newsletter with a neighbor, friend or relative, and if they book a project, and mention your name, we'll **mail you a gift certificate for a dinner night out on us.**



When the threat of snow diminishes, crews will begin snow plow damage repair. A doorknob hanger will be left with watering instructions. Thank you for your patience.