



EARLY
SPRING



MOUNTAIN VIEW
Landscapes and Lawncare, Inc.

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MOUNTAIN VIEW LANDSCAPES AND LAWCARE PARTNERS WITH LAND-OPT

Mountain View President Steve Corrigan has decided to raise the bar of professionalism in the green industry by partnering with Land-Opt, LLC.

Land-Opt, the nationwide leader of on-demand business operating systems for the landscaping industry, provides established business solutions for performing all business management functions, including sales and marketing, operations management, business management, human resources and professional development. These procedures are supported with web-based software applications and business success coaching.

Mountain View is very excited about this partnership and believes that Land-Opt will help build even stronger relationships with our customers. We anticipate that the adopted business systems will help to build a superior sales force and professional account management.

We look forward to serving our customers and community in 2010. Please feel free to contact Steve at 413-536-7555, ext. 109 if you have any questions or concerns.

A Message from the President

It is sunny and 13 degrees with a wind chill of -6 outside as I write this article. It is not the ideal weather to be out working in green, lush landscapes. It is, however, a good time to review what your landscape needs are for the upcoming season.

Do you have a new patio area in mind, or are there some old, overgrown plantings that need to be replaced? If so, give us a call. We can help you plan and put budget proposals together for your projects.

Many people ask what landscapers do in the winter in New England. Believe it or not, we do stay busy this time of year. I tell people we spend money in the first quarter of the year, and lots of it! When it snows, we recoup some of that money. We are busy planning for the upcoming season and lining up new work for the upcoming year. In addition, we are making repairs to our equipment and training our team members.

I am pleased to say that we take training very seriously at Mountain View. We have a belief that we must continually learn and proactively seek out new and better ways to serve our customers. Most recently, four of our team members spent four

days at Land-Opt headquarters in Pittsburgh to learn about the Land-Opt management solutions. Three additional team members had that same training in October. We currently have 10 of our crew members participating in hands-on training for masonry, pipe laying and site grading. In all, they will have received over 600 hours of training. In addition, many of our team members will attend daylong horticultural training at our regional green industry trade show, "New England Grows," in Boston in early February.

Our company philosophy number two states: "Our people are our greatest asset." It is our people who provide the quality workmanship and help you, our customers, find the perfect landscape solutions. It is our people who develop the long-term relationships that we have nurtured with many of you.

Thank you for the opportunity to partner with you to meet your landscape needs.

Sincerely,

Stephen

Stephen M. Corrigan, President



WELCOME TO A BRAND-NEW GROWING SEASON



*"Spring is nature's way of
saying, 'Let's Party!'"*
– Robin Williams

We think Mr. Williams hit the nail on the head with that quote! There's no doubt about it: After a dull and dreary winter, the first signs of spring will put a bounce in anyone's step. Birds are singing, flowers are blooming, the sun is shining, and the air just feels ripe with possibilities. At Mountain View, we're always excited about the potential each new growing season brings, and we're especially pleased to be working with you to keep your property looking its best.

We're here whenever you need us, so please don't hesitate to call anytime you have a question or concern. Your satisfaction is our first priority, and we hope you'll let us know if there's anything we can do to improve your experience with us.

Working together, we can make your property more beautiful and more valuable... while enhancing the quality of the environment we all share.



Kicking Crabgrass to the Curb

SUCCESSFUL CONTROL INCREASES WITH PREVENTION

The rules of crabgrass control are really very simple. Do nothing, and your lawn stands the chance of being overrun by this clumpy, coarse-textured, all-around unsightly weed. Take preventative action, on the other hand, and crabgrass can be kept in check.

MAINTAINING HEALTHY TURF IS THE FIRST STEP

Every lawn has crabgrass seeds in the soil, and these seeds are more likely to grow when turf doesn't receive adequate care. Regular fertilization, proper mowing, good watering practices, and insect and disease control will all help to maintain a thick lawn that is less likely to be marred by crabgrass.

PRE-EMERGENTS TAKE IT A STEP FURTHER

For even better control, pre-emergent herbicides can be applied to your lawn. As their name suggests, pre-emergent herbicides stop crabgrass plants from emerging by inhibiting seed germination in the soil.

To get the best results from pre-emergents, proper application, timing and follow-up care are essential.

- Pre-emergents should be on the lawn before crabgrass seeds begin germinating.
- Yearly applications are needed for ongoing control.
- Slightly heavier applications along sidewalks, driveways and streets are helpful, since these areas are more susceptible to crabgrass infestation.
- Applications should be watered in within five to seven days if there's no rainfall.
- Heavy raking, dethatching or any other mechanical disruption of the soil is not recommended after pre-emergents have been put down, since this will break up the control zone.

While it's true that crabgrass is a formidable and very persistent pest, it can be managed successfully. A proactive combination of good lawn care practices and pre-emergent applications is the key. Call Mountain View today to learn more.

PLEASE NOTE: Pre-emergent herbicides will stop desirable grass seeds from growing as well. If you want to reseed your lawn, you should wait six to eight weeks after pre-emergents have been applied.



*Regular fertilization helps to
prevent crabgrass growth.*



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Spring Seeding Presents Unique Challenges

As warm weather returns and you take stock of your lawn and landscape this spring, it may be tempting to jump start your turf's growth with some new grass seed. It's only natural to think of spring as the perfect time for seeding your lawn. After all, the spring season brings new growth everywhere we look. However, the truth is that late summer and fall are really better times for seeding. There are several reasons why.

SPRING SEEDING CHALLENGES

A variety of factors can interfere with spring seeding success:

- Soil is still cool in the spring, so germination is slower than during the late summer and fall.
- New grass seed will be forced to compete with any crabgrass seeds trying to grow. And if pre-emergent herbicides have been applied to prevent crabgrass, they'll prevent new grass growth as well. New grass seed shouldn't be planted until six to eight weeks after a pre-emergent application.
- New grass planted in the spring won't have time to fully develop its root system before hot, dry summer weather arrives. As a result, extra watering will be necessary during the summer months.

LATE SUMMER AND FALL ADVANTAGES

In the late summer and fall, on the other hand, conditions are more favorable for seeding your lawn. At this point in the year:

- Warmer soil encourages faster seed germination.
- Cooler temperatures mean less stress for new grass seedlings.
- Crabgrass and other weeds aren't so much of a concern, and pre-emergents can safely be used next spring.
- New grass plants will have both the fall and spring growing seasons to get established before summer weather returns.

WHEN SEEDING CAN'T WAIT

Of course, it's not always possible to wait until late summer or fall for seeding. If that's the case with your lawn, proper after-care will be critical for seeding success. This includes:

- Keeping the seedbed moist until well germinated, and providing extra water through most of the summer.
- Mowing at normal height in seeded areas to help the new grass fill in.
- Avoiding weed control applications on the young grass until it has been mowed three to five times.

Finally, remember that good seed-to-soil contact makes a big difference. Hand raking, slice seeding and core aerating are all good ways to open up the soil and make it more receptive to new grass seed. If you have any questions about lawn seeding, feel free to give Mountain View a call.



Planting grass seed can bring new life to your lawn.



Proper after-care, including plenty of watering, is essential.





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DID YOU KNOW?

The Medicinal Power of Plants

Some plants not only look great in the garden, but can provide medicinal benefits as well. Here are just a few of them:

Calendula

Sticky resin can be used to heal wounds. Can help with respiratory infections when combined with herbs and taken internally.

Lavender

Essential oils can help heal wounds and burns. Flowers have antimicrobial properties to fight bacteria, viruses and fungi. May help with mild depression when brewed in a tea.

Roses

Fruit is high in vitamin C to combat the common cold. Leaves, flowers and buds may also help with indigestion.

Purple coneflower (echinacea)

A well-known immunity booster. All parts of the plant have medicinal properties.

There's more to some plants than meets the eye!



Meet Our New Employees



TOM HOHOL brings over 10 years of sales and customer service experience to Mountain View's newly created Outside Sales position. He previously worked as a Commercial Account Executive for Nestle Waters North America in the Home and Office Division. In his position at Nestle,

Tom focused on securing new water service accounts in the Western Massachusetts and Greater Connecticut territory. He has a B.A. in Communications and Sociology from AIC and is a proud native of Holyoke, MA. Tom can be reached at 413-536-7555, ext.112 or via e-mail at tomh@mountainviewinc.com.



KATIE PACHECO brings several years of experience to Mountain View with her background in the green industry. She has experience in field work and as a Residential Designer, Estimator and Project Manager. Katie received a degree in Architecture from the New

England Institute of Technology in Warwick, RI. She also attended the University of Massachusetts in Amherst where she received a B.S. in Environmental Design. Katie will be focusing on Project Sales and Management and can be reached at 413-536-7555, ext. 113 or via e-mail at katiep@mountainviewinc.com.

