



Grass Roots

www.cmcustomlawn.com

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And the winner is...

Anyone who has watched television these past several weeks can attest to the fact that it is awards season. So, taking a page from television programming, CM's is proud to recognize its own award winners.



The winners of a free tree, selected from those clients who met the deadline for returning their signed, pre-paid, 2011 contracts are:

- Mrs. Joe Kriegler
- Ms. Patty Burke
- Mr. Rex Weldon

CM's also presented 30 clients with \$25 gift cards for conducting business with CM's electronically. These winners were selected from those clients who opted to receive our newsletter or monthly statements electronically and who met the deadline for returning their renewal contracts.

Our first quarter Facebook contest winner is Doug Halbur. Doug won a CM's - Cut Above long-sleeved t-shirt for posting one of his favorite nature photos on our Facebook page.

Doug's photo of this daffodil is just what we need to get through the late winter weather blues, or perhaps we should say, snow whites!



On our blog...

Check out our blog at cmcustomlawn.com to read more about:

- ◇ Do It Yourself: Growing potatoes indoors
- ◇ The importance of mulching



Reminders

1. Schedule spring clean ups and deep-root feeding for trees and shrubs.
2. Prune ornamental grasses and perennials.
3. Take advantage of our winter specials.

cmcustomlawn.com

Same address, whole new look

We are so excited about our new website. Long in development, we launched our updated website at midnight on March 3. The new site is more robust and filled with valuable information about the many services we offer. We believe you will find it easier to navigate between pages and will enjoy seeing even more photos of our projects.

Of course, all the old favorites are there: monthly reminders, newsletter archives, resource materials for plant care and irrigation and, of course, lots of photos. In addition, you'll now be able to request a quote for services direct from our website.

To celebrate our new website, and to help get you acquainted with it, we thought it would be fun to have a little contest. Five lucky participants will win a pair of tickets (an \$18 value) to the Omaha Home Show at the Qwest Center, March 31 - April 3. All you need to do to qualify for the contest is use our website to answer the following two questions. Click on the "contact us" link and send your responses, along with where in the website you located the answer, to admin@cmcustomlawn.com. Please remember to include your name and phone number with your response. If you answer both questions correctly, your name will be entered into a drawing for the Omaha Home Show tickets. Responses must be received by Thursday, March 17, to qualify.

Here are the two questions:

1. *At what point should you stop watering potatoes grown indoors for them to mature?*
2. *In the landscape gallery, locate the photo featuring a container garden and identify the material we used to create the container.*

We know there were some frustrations with our old site; we shared your concerns about navigating and viewing photos. You'll find the new site to be more vibrant and user friendly. We will continue to add new features to the website throughout the year. We strive to be your primary source of information for all things related to maintaining your turf, landscape and outdoor living spaces.

Please let us know your thoughts on the new website. We look forward to receiving your contest entries. Happy surfing!

2011 Home Show

Come visit us at the Home Show at the Qwest Center, March 31 - April 3.

We're planning an exciting display with some great ideas for your outdoor living space. We hope to see you there!



Visitors examined water and fire features at our 2009 Home Show booth. We can't wait to see what our designers have planned for this year.

Winter specials at CM's - A Cut Above

Fertilizer

25% discount*

on fertilizer applications

- 6-step program includes grub prevention
- Slow-release granular products and minimal liquid herbicide
- Techs assess each property, identify areas requiring special care, & provide info on best care practices.

*Applies to *new* fertilizer contracts only.

Perimeter Pest Prevention

25% discount*

on perimeter pest prevention!

- 5-step program
- Exterior perimeter application creates inhospitable barrier
- Ants, spiders, crickets and other pests in search of food are repelled at common entry points

*Applies to *new* PPP contracts only.

Tree Pruning and Removal

15% discount

on winter tree pruning and removal!

- Your 100% satisfaction is guaranteed.
- This offer is valid for all new work scheduled before March 31, 2010.

Hurry! The schedule is filling up! Call today to schedule an arborist's evaluation!

Refer new clients! Earn credits!

Thank you for all of the referrals you send our way. To show our appreciation, we will issue a credit to your account for any client you refer who takes at least one of the following services:

- * Weekly mowing (on a full-time basis)
- * Landscape Construction
- * 6-step fertilizer program
- * Irrigation Installation

You don't have to do a thing! There are no forms to fill out, no calls to make, no coupons to redeem. We will ask the referred client how they heard about us. If they take any of the above services, we send you a note stating that a credit has been placed on your account. On your next invoice you will see a credit.

Thanks again for all of your referrals.



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