

# APPALACHIAN CREATIONS, INC.



P.O. Box 86  
Northampton PA 18067

Phone:  
484-239-3918

Email:  
appalachianinc  
@verizon.net

Visit us on the web!

www.appalachianinc.com

## Proudly Celebrating 10 years 2001—2011

When we started this business in 2001, the main goal was to provide exceptional customer service paired with exceptional work. Evidence of this goal exists not only in the testimonials of our customers but also in the fact that we are faithfully invited back every year!

No business can exist without hard working people. Thanks to those employees who have helped make the ride less of a roller coaster!

Family and Friends have contributed valuable support throughout the years and for this we are eternally grateful.

Please continue to take advantage of all our great services. We value creating and keeping customer relationships and building a bond to carry us through many more years in business!

Jenn & Joe Stumer



## Spring Clean-ups Lawn & Landscape

### Spring Clean-ups Include:

A general cleaning and freshening-up of your lawn & landscape:

- ◆ Residual leaf, branch & debris removal
- ◆ Re-definition of landscape and flower bed edges
- ◆ Removal of unwanted weeds and vegetation
- ◆ Trimming and pruning of hedges and shrubbery if necessary
- ◆ Inspection of all plant material for winter damage and/or disease
- ◆ Fertilization of all shrubbery
- ◆ Treatment with pre-emergent weed control
- ◆ Application of a fresh layer of mulch or stone

**Note: All lawn customers must have lawn areas cleared of debris prior to 1st lawn mowing.**

### SERVICES:

- *Customer Referral Discounts*

Refer a new customer to us and reap savings on lawn care and labor

- *Landscape Services*

Design and installation, Landscape maintenance

- *Landscape Lighting*

Layout & installation

- *Hardscape*

Design and Installation

Walkways, Patios, Walls, Firepits

- *Plantings*

Annuals, Perennials, Shrubs, & Small Trees

- *Water Gardens/Ponds*

Water Gardens, Waterfalls, Fishponds, Pondless

- *Lawn Maintenance*

Fertilization programs

Lawn Mowing

- *Contracting*

Remodeling, Basement finishing,

- *Deck Maintenance*

Pressure washing, Striping & Sealing

### Eco-Lawn Organic Fertilizer Program

Please consider signing up for this—it will help save our ecosystem!

### Help Your Lawn Recover

Page 2

### Save Our Trees!

#### Help us save paper!

Make sure we have your email address so we can send correspondence (proposals, invoices, statements, newsletters) as a PDF document attached to an email:

[appalachianinc@verizon.net](mailto:appalachianinc@verizon.net)

#### Mission Statement:

The team at *Appalachian Creations, Inc.* is dedicated to providing professional landscaping, property maintenance and contracting. We believe in the importance of reputable, courteous and outstanding customer service. We are thorough and competent and we treat our client's property as if it were our own! We care about our environment taking great care to educate our customers about the importance of proper lawn maintenance and plant care.

### Project Profiles 2010

### Noteworthy 2010

Page 3



### Testimonials 2010 Page 4



## Introducing—Eco-Lawn Organic Fertilizer Program

A perfect opportunity to “Go Green” without sacrificing quality. That’s right – a true organic system guaranteed to improve soil, root and plant health.



### What Is Eco-Lawn?

- ◆ Four seasonal applications of live micro-organisms (mixed with plant extracts) that attach to the lawn’s ecosystem. The live micro-organisms promote deep, thick root systems. This allows the lawn to pull naturally existing nutrients in the soil which is how Mother Nature originally intended.

### What Are The Benefits?

- ◆ Lawn is brought back to its natural state of health.
- ◆ Stronger root systems and healthier green grass
- ◆ Root systems support a healthier lawn that is much more resistant to weeds, fungi and insects.
- ◆ Increased strength will also help eliminate “brown-out” during periods of low rainfall or drought.
- ◆ Significant reduction in the use of pesticides and herbicides (over 95%!) Stronger turf requires less chemicals
- ◆ Four applications per year compared to 6-12 times with a synthetic program
- ◆ Less stress to the environment

Want a thick green lawn with no weeds? Take advantage of the Eco-Lawn system in 2011.

**Call or email us for more information on this exciting new program!**

Read about these projects in [Noteworthy in 2010](#) on page 3

Chisesi-Side & Back



Blatcher  
—Before

Blatcher—After



Gunn—Patio



Newsletter  
photography by  
Jenn & Joe Stumer



## Help Your Lawn Recover

Last summer’s extended heat and humidity paired with the lack of rain during the months of June and July have left many lawns in sad shape. The turf was stressed and this stress thins out the grass and invites weeds. Here are a few tips to try to help your lawn recover:

**Aerate**—Aeration removes small cores of soil to allow air, moisture and fertilizer down to the root zone. This helps reduce soil compaction, prevention of water run-off, and increase in micro-organism activity.

**Dethatch**—Some lawns may have large areas of dead turf that must be removed in order for new grass seed to reach the soil to germinate. Dethatching will remove that dead turf.

**Overseed**—Spreading new grass seed helps fill in bare and struggling areas. This should be done after aerating or dethatching so that the grass seed can come in contact with bare soil. The best time to overseed is when soil temperatures have reached a consistent 50 degrees or higher. We recommend using a grass seed mix of two or more seed varieties. This helps protect your lawn from succumbing to disease.

**Note:** Do not use pre-emergent weed killers 4-6 weeks before seeding or on new grass.

**Fertilize**—Applying fertilizer on a regular basis strengthens turf roots so they will multiply and stay green. Choose a fertilizer program and stick with it for optimum results!

**Call us to schedule your Lawn Recovery Plan—484-239-3918**

## 2010 Project Profiles

Once again, we are including a few Project Profiles from 2010. We had so many great opportunities to help our customers with their projects that I wish I had room to include all of them on this page.

Edwards—Before



Edwards—After



### Pool Landscape:

**Judy Edwards, Northampton PA** *“I knew my backyard could be something special. What I did not know was how you were going to make it something beyond what I hoped for...”*

We started, literally, with a blank slate in Judy’s back yard. The pool had just been installed. Her family was enjoying the benefits. But what to do with all that bare ground surrounding it? The design features a few different types of natural screens to help shield the back yard from neighbors’ views including four different varieties of Clematis, two kinds of ornamental grasses, two separate groups of Arborvitae and a trio of Green Panda Bamboo which is a clumping variety that is not invasive. Also included is a great mixture of evergreen, deciduous shrubs and perennial flowers to give the design seasonal interest and color. We finished the area with natural stone mulch near the main pool areas and bark mulch along the main grass area. **Please see Page 4 to read Judy’s entire Testimonial.**

Budzek - Before



### Native Plants:

Mindful of our ecosystem, and careful about plant selection, Juanita **Budzek** came forward with a request to refurbish her front



Budzek - After

landscape—with one condition—we could use only native plants. An additional challenge was that the area included sections of almost complete shade next to areas of part sun. The end result features seasonal interest from shady evergreen ground covers at one end to hardy New England Asters at the other.



**Island Beds:** Heather & Jim **Daddio** of Orefield wanted to create island bed plantings that would eventually give them some screening from their neighbors. We put our

ideas together with the Daddio’s ideas and installed new beds complete with fieldstone boulders, a blend of evergreen and deciduous features, large ornamental grasses and Butterfly Bushes, Knockout Roses and of course a few varieties of Daylilies

**Paver Walkway:** The **Sadler’s** needed a more “puppy-friendly” walkway for their new dog, Maggie, that didn’t involve loose stepping stones with small pebbles between. The new walkway extends from the deck to the side yard and is constructed of Techo-Bloc Elena pavers.



## Noteworthy in 2010

➤The most noteworthy for us in 2010 was accepting the award for **Business of the Year** by **Northampton Area Chamber of Commerce**.



**Northampton Area Chamber of Commerce  
2010 Business of the Year!**

- Congratulations to the Kevin and Jenn **Sweeney** on the birth of their first child—a baby girl—Kara Alexis!
- It was a pleasure meeting and working with the **Nickischer’s** in Whitehall. We are looking forward to helping out back in 2011!
- Creating a beautiful shady entrance-way for the **Blazos** in Allentown.
- A high-five to Tom & Sandy **Grello** of Allentown for the opportunity to do not only their spring clean-up, but to help with a serious water run-off issue AND install groups of new plantings in a few choice areas.
- It was a great pleasure to work with Pam **Blatcher** in redesigning her mom’s front entrance area to make it safe and pretty at the same time.
- Creating a paver patio for Steve and Cindy **Gunn** of Emmaus so they could entertain outside of their back sunroom. Thank you for having us back year after year!
- Designing a side entrance landscape and back deck area refurbish for Victor & Debbie **Chisesi**.
- Thanks to Joe **Verceles** and Stacy for having us landscape the side of the home then refurbish the front.
- Welcome Back to Milou **Mackenzie** who moved to a new home a few years ago and graciously invited us to begin refurbishing the landscape.
- Mark & Bonnie **Hensel** had us back this year to replace the older retaining walls in the front landscape.
- Thank you, Cathy **Beck**, for taking us with you to your new home in Macungie. We’re glad we can help!
- To Josette **DiGirolamo**—Thank you for having us back to care for the new landscape we installed for you in 2009.



P.O. Box 86  
Northampton PA 18067

Phone: 484-239-3918  
Fax: 610-759-3466

Email: [appalachianinc@verizon.net](mailto:appalachianinc@verizon.net)  
Website: [www.appalachianinc.com](http://www.appalachianinc.com)

*“Your 1st Choice  
Landscape Company”*

**Newsletter**

\*\*\*Did You Know?...Did You Know?...Did You Know?...Did You Know?\*\*\*

**Landscape Lighting**

**2011 SPECIAL**

**\$100 off  
\$2,000 and up  
installation**

**OR**

**\$50 off  
\$1,000-\$2,000  
installation**

**Customer Refer-  
ral Benefits:  
Refer a customer**

- \* Discount on labor for clean-ups and maintenance
- \* Discount on labor for leaf removal
- \* Money off landscape and hardscape installations
- \* Money off your lawn maintenance

Even though we are offering the new *Eco-Lawn Organic Fertilization Program*, lawn treatments will still be available through us from *Moyer Indoor/Outdoor* for those of you who prefer it.



**Now's the time to:**

1. Check your lawn for residual drought and winter damage. Contact us to set up your **lawn recovery plan**.
2. Evaluate your plant material and trees for possible winter damage.
3. Call us to schedule your Spring clean-up.
4. Schedule your first lawn application.
5. Evaluate your property for possible landscape upgrades.
6. Visit our web page! Check out our before and after pictures.
7. Send us your testimonial and receive a 10% off compliment coupon.
8. Plan and budget for a planting schedule for the 2011 Season.



**Please enjoy a few more Customer Testimonials...**



**Rich Wister, Allentown**

*“The wall came out great! Just the way I wanted it to look. Joe & crew did a great job on everything. I just like to look at everything. I didn't plan on having all the work done this year, but now that I see it, I'm glad I did.”*

**Dan Giannelli, Allentown**

*“Thank you and your crew very much...it looks awesome! Now to start thinking about the back yard.”*

**Carol Blazo, Allentown**

*“Hi Jen. I just got home and it looks AWESOME. I love it! Thanks so much to you and your team! It is just how I imagined it would be.”*

**Pam Blatcher, Bethlehem**

*“Thanks so much for the fantastic job - everyone who has come by just marvels at how great it looks. “*

**Judy Edwards, Northampton PA**

*“I knew my backyard could be something special. What I did not know was how you were going to make it something beyond what I hoped for. My backyard has been transformed into my personal oasis...my new favorite spot to sit and read a book, and just relax. It is now a place where I love to entertain friends and family, every day creating new memories.*

*“Working with you was great. You listened to what I wanted, and were respectful of my budget, and very professional every step of the way. The work was done in just a few days, even with the rain day, and was done with a lot of tlc. The pride you take in what you do is very evident.*

*“Anyone who is trying to decide which landscaper to work with should come to my backyard, take a look, and there will be no question...you're the best! Thank you so much for my amazing backyard!”*

