



*A Message
From The
President*

They came back!!!

The 17 year Cicadas (si cay da) are back. Their sudden appearance in late May or early June is usually noisy, producing an endless whirring sound. This "chorus" usually begins after day break and continues uninterrupted until evening. The insects mate within one week and females begin to deposit their eggs about 7- 10 days after emergence.

After 6-7 weeks, eggs deposited in twigs hatch and the tiny nymphs drop to the ground, dig into the soil and remain for the next 17 years. Fortunately, these insects are not especially destructive. They do not feed to any extent as adults. There is no stripping of foliage. The injury to trees is caused when female cicadas insert their eggs in twigs, which cause the twigs to die from the egg laying site to the branch tip (maybe 1 foot or so) thus leaves turn brown and the branch tip usually breaks off at the egg laying site. This loss of branch tips amounts to natural pruning. Insecticide applications are usually not effective because new cicadas emerge every day and can fly as far as a mile. In residential areas where cicadas have been previously abundant, postpone planting shrubs and trees until the fall.



Shelly Hewson
President

Shelly Hewson Keynote Speaker at the NJAWBO's May Meeting.

Shelly Hewson was one of the Keynote speakers at the Monmouth-Ocean Chapter of NJAWBO's May meeting. The theme for the panelists were women in non-traditional businesses, how they started their company, what obstacles they overcame, and any advise they could dispense to the audience, whom consisted of daughters of women business owner's, girl scouts and new and seasoned business entrepreneurs.

Some main points to ponder from this speech included:

- Maintain a sense of humor- smiling during the hard times and remaining positive will get you through to brighter skies.
- Be Persistent-Strive to be the best at what you do, and do what it takes to get noticed, jobs, or contracts.
- Always Trust Your Instincts!
- Never, ever stop learning-read trade publications, take continuing education courses, read as much as you can about your profession, continually go to trade shows to keep abreast of new technology & equipment.
- Know your strengths and weaknesses and assess what you can do to compensate for them.
- Never stop marketing or selling yourself and your service.

Advice for completing the hard tasks as an owner...
FEEL THE FEAR AND DO IT ANYWAY!

NJLICA Name the Hewsons the "Most Enthusiastic Contractor"



At the recent awards dinner held by the New Jersey Chapter of the Land Improvement Contractors of America (LICA) awarded Shelly and Rick Hewson "The Most Enthusiastic Contractor" of the year. This award is given annually to the person who displays a positive attitude.



Seasonal Tips

by Rick Hewson

Protect Your Landscape From Deer

As the garden State continues to develop, we are forcing deer out of their natural habitat. Unfortunately, they are invading the landscape. Here are a few recommendations for plant material that are seldom severely damaged by deer:

Trees

- River Birch
- American Holly
- Dwarf Alberta Spruce
- Kousa Dogwood
- Colorado Blue Spruce
- Sugar Maple

Shrubs

- Boxwood
- Barberry
- Andromeda
- Leatherleaf Viburnum
- Yucca
- Red twig Dogwood
- Lilac

Perennials

- Silver Mound
- Moonbeam Coreopsis
- Lambs Ears
- Ornamental Grasses
- Fern
- Purple Cornflower
- Black Eye Susan
- Poppy
- Spider Flower
- Pincusin Flower

Annual

- Ageratum
- Marigold
- Dusty Miller
- Zinnia
- Verbena
- Salvia
- Coralbells
- Beebalm

About deer resistance- the above listed plant material is only a guide. Hungry deer in the middle of winter will eat any plant. If you are an avid gardener, or want to protect your landscape investment, fencing and a cattle gate will do a good job of keeping the deer out of your yard.

Hewson Annouces New Name Change:



Since the implementation of the solid waste carting business last year, due to insurance it was necessary to separate the carting business coverage from the landscape business. Hence, the solid waste hauling business operates under Hewson Enterprises Inc. and the landscape contracting business now operates under the new name Hewson Landscape, Inc. Everything else remains the same.

The One Call Law

Did you know you must... Call B-4-U-Dig? It's the law. As a homeowner or contractor, anytime you plan to dig you must call the One Call System.

If you are excavating for footings, underground leader drains, fence posts, mail boxes, trees, or shrubs to name a few, you need to call 1-800-272-1000.

Operators are available 24 hours/ 365 days a year. Every utility company has on file the location and depth as to where their main lines are located. A representative from each utility company will come out and "mark" your property to avoid damaging these lines, thus reducing the risk of serious injury. Usually it takes 3-4 business days to complete a mark out, and then you can begin your project.

In the event you do not call for a mark out, and hit a gas or electric line, not only do you risk death or bodily injury, you will be billed for the damages incurred by that utility company to restore the electric or gas line hit. For more information visit www.nj1-call.org.



Landscape & Disposal Contractors

601 North Avenue, Plainfield, NJ 07060
(908) 222-3616 • Fax: (908) 222-3617
shellyhewson@verizon.net

