

Coastal Yard Cards offers fun for any occasion

Flocking a property is sure to prompt smiles

Coastal Yard Cards recently opened for business in the Cape Region. Cindi Susi, owner of Coastal Yard Cards, said the company has large 5-foot yard cards, such as a baby, baby blocks, birthday cake, pink flamingo, a fireman with a fire hose squirting out candles on a cake, and a cow that says "Holy Cow," all for many different occasions.

Coastal Yard Cards also offers a wide variety of 2-D characters or critters, as they are referred to in the industry. These include rattles, upside-down babies, candles, stars, hearts, roses, buzzards, flamingoes, fire extinguishers, flames, beer mugs, cows, smiley faces and more.

Each 5-foot yard card is bright, colorful and professionally designed by a graphic artist. On any given day visitors can usually find Susi in her vehicle or in a local yard sneaking around and setting up displays to make someone's special occasion even more

memorable. Coastal Yard Cards' motto is "Searching Miles for Smiles." It could be a birthday, birth, anniversary, graduation, retirement, marriage proposal, good luck, thank you, an apology or welcoming one of our fine soldiers home.

"Putting smiles on people's faces is our business," Susi said. "It is a very heart-warming feeling to get a phone call, email or note stating how much the recipient loved their display and how it made their day; it's just great to be able to make a living at making people happy."

Coastal Yard Cards delivers free within a 5-mile radius of their

home base of Millsboro; additional delivery fees apply according to distance traveled. Clients ordering flockings as the signs are referred to in the lawn greeting industry, include Long Neck Elementary School and the Milton Public Library.

Susi said the biggest hurdle with her new business so far is educating the public as to what a yard card is. "Many do not know the industry even exists. In some communities there are restrictions for signs and she wants to make those in authority aware that her yard cards are not signs but merely yard decorations that help

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Steven Billups photo

Cindy, Nino and Tony Susi display some yard cards they made for an event to be held in Rehoboth Beach.

Yard cards

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someone special celebrate a memorable occasion. These decorations are not any different than that of displaying lights for Christmas, or putting other holiday decorations out."

Prices for displays range from \$50 to \$80 and include 10 to 12 critters and a larger theme sign or standard message board with a personalized message for the recipient. "Many people don't realize it, but this is a year-round business, although during the winter months when the ground is

frozen solid, we limit our displays if we can not get our stakes into the ground," Susi said. "In some instances, critters can be displayed in bushes or mulch gardens. We aim to please and will do whatever we can to make a display happen."

Susi recently became a member of the International Lawn Greetings Association, a trade association for lawn greetings business owners across the United States, Canada, Mexico, Australia, and the United Kingdom.

For more information, visit Coastal Yard Cards at www.coastalyardcards.com or call 947-1112.