



Early Summer Issue

The Shade Tree Gazette



Turf Talk

It may be hard to believe, but spring is here with summer close behind. When this time of the year hits, things get very busy around **King GREEN**, as I'm sure they do in your household. Sometimes it becomes a challenge to keep event schedules straight, or even keep up with the normal routine.

Times have changed in the 30 years that **King GREEN** has been around. While delivering the same great service that put us on the map decades ago, we realize the need to keep up with the times. This is especially the case when it comes to how we communicate with our customers.

Our responsibility to you - our customers - goes beyond regular lawn treatments. Our vision moving forward is to keep you up to date on how our treatments work, as well as tips and suggestions on what you can do to improve the health of your turf. It is YOUR lawn after all, and the more information you have at your disposal, the better.

To make this happen, we will be asking you for your email address in the coming months. By establishing email contact with our customers, we will be able to keep you up to date on our services, provide varied payment options, and give you actionable advice that can benefit your lawn. We respect your time and promise to only send info that is informative and/or practical.

Over the years, **King GREEN** has always taken advantage of new technology as a way to deliver the best customer service possible. We believe that this new initiative will allow us to communicate with our customers better than ever.


Charlie King



About This Service

Today we applied the early-summer (Round 3) application to your lawn. This weed control and fertilization treatment attacks invasive weeds while greening up your turf and providing the proper nutrients until our next application. Please note that, depending on the needs of your lawn and environmental factors, this application is subject to change.

Disease pressure is very high during the summer months. High temperatures, combined with high humidity, provide an ideal environment for disease development. **King GREEN** offers both preventative and curative fungicide programs at an extra charge. If you have any questions, please give us a call.

Also, keep in mind that now is the time to aerate Bermuda and Zoysia lawns. Be sure to call or visit our website at kinggreen.com for additional information about this service. Thank you for using **King GREEN**.

DID YOU RECEIVE A TREE AND SHRUB APPLICATION TODAY?

The tree and shrub application today consisted of insecticide to control any young insects that might be hatching and a miticide to control mites on junipers and other shrubs. A fungicide was applied that should keep your shrubs looking their best for the next six to eight weeks. You may have noticed that we don't always spray every plant each time.

King GREEN uses only the most environmentally responsible products available. It is our policy to minimize all pesticide use. For this reason, we'll evaluate the landscape during each visit and spray only the plant material that needs spraying.

Thank you for using **King GREEN**.

Refer A Friend

Did you know that our number one source of new customers is you? Most of our customers are referred by our current customers.

For each new referral that starts a **King GREEN** program, you both receive \$25 towards any **King GREEN** service. There is no limit, so you can refer as many of your friends and family as you'd like.

We'd love the opportunity to provide your family and friends with the same great service you've grown accustomed to. We are grateful that you take the time to share **King GREEN**.



Warm Season Turf Maintenance

King GREEN's lawn service programs aid in weed control and improve the color of your lawn, but there are additional maintenance practices that are the responsibility of the homeowner. These practices will greatly enhance the health, color, and density of the lawn.

BERMUDA LAWN CARE

- Scalping your Bermuda lawn helps eliminate grass and thatch that have accumulated from the previous years, thus enabling the lawn to 'green-up' more quickly. It is not necessary to mow on the lowest level of your mower, but the mower should be lowered at least one notch to remove dead/dormant grass. The ideal time to scalp a Bermuda lawn is mid-March to early April. Be sure to bag or rake the clippings on this initial mowing, as this will open the lawn to sunlight and enhance the lawn's ability to access water and nutrients more efficiently.
- Aeration of Bermuda lawns should follow the scalping of the lawn, usually from April to late spring. This process also helps relieve soil compaction and breaks up thatch.
- Topdressing the Bermuda lawn is recommended from the beginning of the growing season to mid-summer. There are a variety of reasons to topdress including leveling, repair to winter damage or drought injury, and other aesthetic reasons.
- Regular mowing is recommended at 1 to 2 inches. Keep the mower blade sharp, mow consistently, following the 1/3 rule,

as in never removing more than one-third of the grass blade on each mowing. In addition, changing the mowing pattern will improve growth and aesthetics.

Even with adequate rainfall and irrigation, southern summers are generally hot and humid. Our lawns will show the effects. Under these conditions, consider raising the mower blade. Taller grass will aid in moisture retention, and somewhat shade the roots from the hot sun, thus reducing disease/fungus issues.

ZOYSIA LAWN CARE

The above maintenance practices apply to Zoysia lawns with one notable exception:

- Never scalp a Zoysia lawn. This grass type has a shallow root system, and grows more slowly than Bermuda. When injured, recovery will be much slower. Mow Zoysia regularly at one and a half to two inches.

FINAL NOTE: Regardless of grass type, it is not necessary to bag or catch the clippings at each mowing as grass clippings are not a significant source of thatch accumulation. Thatch occurs primarily from disease or injury to the grass. Following the maintenance practices listed above in conjunction with the **King GREEN** lawn service program will keep your lawn healthy, thick, and green.



You Could Be Next...

Congratulations! Listed below are the round 1 newsletter winners:

*Malinda Ingram ~ Charlotte, NC
Russell Clegg ~ Auburn, GA*

*Tina Ames ~ Gainesville, GA
Robbie McLeod ~ Gainesville, GA*

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Get \$25 OFF Your Next Application

With your entry into the **King GREEN** drawing. Circle the correct answers to these three questions and e-mail, fax, or mail them with your payment to be entered into our drawing. The answers can be found in this newsletter. We will have four lucky winners who will be named on our website!

1. What will **King GREEN** be asking from it's customers in the coming months?

- a. Phone numbers b. E-mail addresses c. Mailing addresses

2. What round application did we apply during this visit?

- a. Round 3 b. Round 4 c. Neither

3. **King GREEN's** lawn services will aid in what?

- a. Weed control b. Color of lawn c. Both A and B

SEND YOUR ANSWERS TO OUR MAIN OFFICE AT:

Mail: 1631 Gibbs Dr. • Gainesville, GA 30507
E-mail: info@kinggreen.com Fax: (770) 536-9003

PLEASE PRINT:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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