

The Shade Tree Gazette

King GREENSM

The Finest Service Company Available

25th
Anniversary

Early Summer

www.kinggreen.com

Turf Talk

Well, it's really getting warm. After a very mild winter, we skipped spring and went straight to summer. Now that warm-season lawns are vigorously growing, it is important that they are mowed weekly. Mowing at least once a week causes the turf to appear thicker with a fuller texture. It will also be more resilient. Lawns mowed sporadically or even every other week will have an uneven texture and appear clumpy. Also, remember to vary the cutting path with repeated mowing. This will ensure that the grass blades don't lay in the same direction.

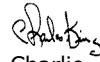
It's time to keep an eye out for possible Brown Patch Fungus in Fescue lawns. For more details, read our article in this newsletter.

I hope you have noticed that we are celebrating our 25th anniversary this year. We have asked some of our

longtime customers to tell their **King GREEN** tales. This issue features Mike and Sherry Callahan. I first met Mike knocking on doors, and **King GREEN** has serviced his lawn at three different houses over 25 years. Mike and Sherry own Woods Furniture in Clarkesville, Georgia.

We at **King GREEN** appreciate all of our customers, and especially those who have been with us so many years. Thank you for being a **King GREEN** customer, and have a safe and happy summer.

Sincerely


Charlie

About This Service

Today we applied the early-summer (Round 3) application to your lawn. Cool-season (Fescue) lawns received weed control. Warm-season grasses (Bermuda and Zoysia) received both fast-release and controlled-release fertilizers. These fertilizers are designed to provide rapid green-up and give your lawn the proper nutrients until our next application.

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**.

Note: See inside for important information about tree and shrub applications.

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**.

Remembering 25 Years

Back in 1987, I was hard at work in my home office one afternoon when I heard a knock on my front door. A very pleasant young man stood there wearing knee-high rubber boots, denim jeans with long rubber gloves hanging out of the pockets, and a big smile.

This fella stuck out his hand and said, "Hi, I am Charlie King. I want to be your yard chemical spray man." Well, we talked a while, and he sold me. Charlie made many trips to my home (yes, I said Charlie himself), and my lawn improved steadily. Years later, we sold that home and moved. I called Charlie, and he eagerly agreed to continue the service.

In the spring of 1997, our engaged daughter decided that she wanted an outdoor wedding at our house. I called Charlie in a panic! He came out to the house in a flash. We walked around the house, he kicked at the turf, then he drew his cell phone from its holster and made a call to the office. His instructions over the phone were for a crew to spray my yard that very day and every 10 days for the next months until the wedding. Then he proudly said, "You will have grass for the wedding," but added, "just keep it mowed." Charlie was right - we had grass, lots of grass, and a beautiful lawn wedding.

In 2005 we sold that home and moved again. Our house sold in a matter of days; the curb appeal was dramatic thanks to an emerald-color **King GREEN** lawn. This time we moved 55 miles north to the hills of Habersham County. I was sure that this was way beyond the **King GREEN** service area and that I had lost the service I had been so pleased with for so many years. Again I called Charlie just to give him the bad news and to say goodbye. Charlie said, "Mike, we have actually been considering expanding into Habersham, so if you want **King GREEN** service, we will be there for you."

Like their logo says, "*The finest service company available.*" We believe it!

Sincerely,

Mike and Sherry Callahan
Clarkesville, GA



Mike and Sherry Callahan's current home.

Brown Patch Disease

It has now warmed up enough for Brown Patch Disease to show up in Fescue lawns around Georgia. You may notice brownish patches occurring throughout your Fescue lawn where the grass blades seem to darken slightly and are possibly wilting down. The leaf blades may also develop lesions that are small, tan-colored spots with a dark border. These lesions are indicative of disease activity. Excess fertilizer at this time of year will promote diseases. This is why we use weed controls on our Round 3 application – to aid the Fescue without causing anymore problems. If you have a history of Brown Patch, or if you notice it in your lawn, we can help with the control of this disease. Applications can be made at an additional cost to our regular program. We recommend a minimum of two applications, four weeks apart to control this disease. You can also help to reduce the incidence of Brown Patch Disease with the following non-chemical practices:

- Maintain a tall mowing height and a sharp blade.
- Do not water in the evening, and avoid over-watering.
- Bag and remove clippings from diseased areas.
- Trim your trees and shrubs to allow for better air movement and light penetration on the lawn.

Please call us if you want to discuss disease controls for your lawn.



You Could 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. How much will King GREEN match in donations to the Jenny Melton Scholarship Foundation?

- a. Up to \$1,000 b. Up to \$2,000 c. Up to \$3,000

2. Why did Mike Callahan call Charlie King in a panic?

- a. His lawn wasn't ready for his daughter's outdoor wedding.
b. He found a dandelion in his lawn.
c. His lawn was in need of aeration.

3. What will promote diseases like Brown Patch at this time of year?

- a. Excess fertilizer b. Bagging and removing clippings
c. Maintaining a tall mowing height

Send your answers to our main office at: Mail: 1631 Gibbs Dr. • Gainesville, GA 30507

Please print:

E-mail: info@kinggreen.com **Fax:** (770) 536-9003

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

King GREENSM

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- Aeration
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- Fungicide
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King GREENSM
IPM

Termite & Pest Control

HOW OUR SERVICE WORKS:

On your initial service, if you have an existing problem, we will treat inside your home in addition to our standard exterior service. On our quarterly follow-up visits, we will re-establish this protective barrier to keep pests from re-entering from the outside.

**Give us a call to schedule an appointment
for our Pest Control Services today!**

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Please note: **King GREEN** IPM services available only in Georgia.

We're Matching Donations for the Jenny Melton Father's Day Run

Each year, **King GREEN** and its employees take part in the annual Jenny Melton Father's Day Run. The 5k run is a fund-raiser for the Jenny Melton Scholarship Foundation. The foundation hands out scholarships to Hall County's most promising and deserving high school graduates.

Jenny Melton was one of our most promising young teens. While at West Hall High School, she participated in many clubs and organizations such as cross-country, FCLA, Honors Society, BETA Club, and she was also a **King GREEN** employee. Jenny was even crowned Homecoming Queen before she was tragically taken from us in a car accident on March 19, 2002. Her memory lives on through her large family and many friends. We honor her each year by participating in the 5K run.

This year, **King GREEN** is matching donations made by customers to the Jenny Melton Scholarship Foundation.* Whatever you can give will be greatly appreciated, as no amount is too small. The run will take place at the Gainesville College amphitheater on June 18 at 7:30 a.m.

King GREEN will present a check to the foundation after the run. Thank you for your participation.

**Donations will be matched up to \$3,000.*