

# The Shade Tree Gazette

King GREEN<sup>SM</sup>

The Finest Service Company Available

25<sup>th</sup>  
Anniversary

Early Winter

[www.kinggreen.com](http://www.kinggreen.com)

## Turf Talk

As I reflect back on the past 25 years, my mind is flooded with memories and stories. At the root of each memory is my sincere appreciation for your patronage. I have a great group of people working with me and a loyal customer base. We just participated in a peer group meeting with other lawn care companies from across the United States. The same holds true for these companies, as cliché as it sounds, none of us could do it without you!

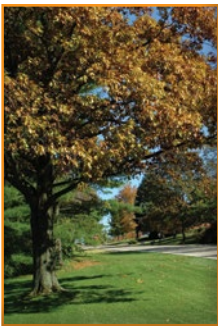
Many of the things we do have changed over the years. Products have been revolutionized. I wonder today what this industry will look like in another 25 years. Will the grasses have changed? What products will we use and how will they be different; how will we communicate with our customers? All things must change and I am sure that in 25 years I will not recognize this industry any more than Henry Ford would recognize a modern car. We are in the process of examining how we work and what we look like to you. How can we do things better? Do you like e-mail or

would you rather have a call from us? Is our newsletter what you are looking for? If you have suggestions, please write or call us to voice your opinion. We only want to make you happy! Happy customers mean everything to us. We want your lawn and landscape to look the best during all seasons. Please tell your neighbors about us. See our referral program. It not only saves you \$\$\$, it makes your neighborhood nicer. Thanks again for being a customer.

During this holiday season and always, I wish you and your family only the best! We look forward to continuing to provide your service in the 2013 season. If you ever need anything, give us a call or visit us on the web.

Sincerely,

  
Charlie



## About This Service

Today we applied our winter application (Round 7) to your lawn. Cool-season (Fescue) lawns received a balanced fertilizer to promote growth and enhance the color of the lawn. Because most Fescue lawns have been overseeded, we haven't applied broadleaf herbicides. Once you've overseeded, it's best to wait until the early-spring application (Round 1) to spray out any broadleaf weeds, as the young grass could be damaged by the herbicides. Warm-season grasses (Bermuda and Zoysia) received an application of dolomitic limestone to help maintain a proper pH balance in the soil and to provide optimum nutrient exchange. We also treated the weeds in warm-season grasses as needed.

This is the final application to your lawn for this season. We at King GREEN appreciate your support during the year and look forward to continuing your service next year.

Atlanta and Gainesville: 770-536-7611 | Athens and Watkinsville: 706-310-1120 | Charlotte: 704-532-6262

## DID YOU RECEIVE A TREE AND SHRUB APPLICATION TODAY?

The tree and shrub application today consisted of fertilization for your valuable landscape plants. We applied a controlled-release fertilizer to each tree and shrub to provide nutrients throughout the year and promote an active root system. This fertilizer application will strengthen your trees and shrubs going into the winter season. Plus, it will promote better blooming and enhanced vitality next spring.

Thank you for using **King GREEN**.



## Interview with the King

by Tabitha Coker, **King GREEN**



*Charlie King, circa early 1980's*

**In honor of our 25th anniversary, I sat down with Charlie to hear straight from the horse's mouth how King GREEN began.**

**TC: Tell me how King GREEN got started.**

Charlie: Growing up I worked at Winn-Dixie. I worked there even after graduating college. I couldn't figure out exactly what I wanted to do, and ended up working for one of the big lawn care companies. I just happened to find lawn care by chance. I moved between a couple of big companies, even opening a branch in Cincinnati, Ohio. I learned

pretty quickly that I wanted to do lawn care my way and I wanted to be my own boss. **King GREEN** was born February of 1987 in my basement. It took hard work and a little faith in my idea for my own lawn care business. At first, it was just me and a truck. My mom and dad were my first paying customers at \$32 an application. I went around knocking on doors; I would walk someone's dog if it allowed me to earn their business. Many of those very first customers are still **King GREEN** customers today!

**TC: How long did you do it by yourself?**

Charlie: Not too long. Greg Wagner and Scott Bryan (he eventually left **King GREEN** and started his own lawn care business) started working with me within the first year. My dad was spraying lawns too. We worked six days a week from sun up to sun down. As they say, 'those were the good ol' days.' We worked hard, but we had fun too. Sometimes we rode three wide in the truck driving long distances between stops ragging each other all the way. We were buying bags of seed from Home Depot for \$16 per bag. They limited us to 4 bags per transaction, so we circled back pretty often.

**TC: What was your favorite part of 'the good ol' days'?**

Charlie: The excitement of seeing my dream come true. Little by little, we grew and the service we provided kept the customers rolling in. We wore a lot of hats; we did sales, service, customer service, and billing. You name it, we did it. I'm proud of **King GREEN'S** roots. I have the framed copy of the original loan that my parents co-signed to get me started hanging by my desk in my office. Those memories are priceless. Our staff has grown to 75 people. I know that I've got a great group of people here and **King GREEN** will continue to provide 'The Finest Service Available' for at least another 25 years!

**King GREEN** SM  
The Finest Service Company Available

## Prepay and Save!!!

Each year, **King GREEN** offers our customers the opportunity to save money by prepaying for their services. If you prepay for one year, you'll save 5% on your bill!

Keep in mind that as this season comes to a close, we'll automatically reset your services for the new season. If you haven't gotten your yearly renewal letter yet, rest assured that it will be coming soon.

For more information on our prepay offer, or if you have any questions about renewing your services, please feel free to give us a call.



## 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. What year was King GREEN born?**  
a. 2007                      b. 1997                      c. 1987
- 2. What do happy customers mean to King GREEN?**  
a. Happy customers mean a little to us.  
b. Happy customers mean everything to us.  
c. Happy customers don't matter to us.
- 3. How much will you save if you pre-pay?**  
a. 1%                          b. 3%                          c. 5%

**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 GREEN<sup>SM</sup>

The Finest Service Company Available

## WE PROVIDE EXPERT:

- Lawn Care
- Fire Ant Control
- Tree and Shrub Care
- Kudzu Control
- Aeration
- Commercial Services
- Aeration and Seeding
- Fungicide
- Termite and Pest Control



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**(704) 532-6262**

**OR (800) 891-7965**

Proudly serving you in Charlotte, NC and Gainesville, Athens and the Greater Atlanta area.

Proud Members of:



### Our Guarantee

*Because of our confidence in our programs and service, we guarantee your satisfaction with each and every application.*

# King GREEN<sup>SM</sup> 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. With modern, advanced chemicals we will maintain the chemical barrier on the exterior of your home to keep pests out. On our quarterly follow-up visits, we will re-establish this protective barrier to keep pests from re-entering from the outside. If there is ever a concern that requires additional interior treatments, they will be provided whenever needed at no extra cost.

### WHAT OUR SERVICE DOESN'T INCLUDE:

Our service does not include wild animals, squirrels in the attic, lawn insects, and woodpeckers.

**TERMITE ACTIVITY** Don't give these voracious pests the chance to ruin your home. Give us a call to schedule an appointment for our Termite services.

**Call today to schedule an appointment for our Pest Control Services!**

**(770) 536-7611 • (800) 891-7965**

**WWW.KINGGREEN.COM**

First Service  
**FREE**  
on Quarterly Home  
Pest Control

Limit one per household.  
New customers only.

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