



Mid-Summer Issue

The Shade Tree Gazette



Turf Talk

Wouldn't you know it, the American South is hot this time of year. This season also brings with it a steamy quality that makes the dry heat of the western deserts seem incredibly pleasant by comparison. Sometimes a short walk to your car feels like wading through a hot, sticky swamp. It is quite understandable if the local climactic situation in the summertime sends you seeking air conditioned indoor spaces. I like to think that our hot summers are simply the price to pay for making our other seasons pleasant. After all, a November football game in Athens is much more comfortable than a blustery Saturday in Ann Arbor.

During the hot and stressful summer, your lawn needs all the help it can get. While warm season turf is accustomed to hot weather, all turf still needs to be properly watered and fed – especially during dry spells. It is also important to start thinking about seeding and aeration services for fescue lawns once the weather

does break. Our scheduling can be rather hectic at times, so the sooner we can confirm any upcoming services for you the better.

Fortunately, modern technology allows us to make communication with our customers simple and easy. In the insert, included with this issue, we offer a few ways in which you can stay in touch with us, handle billing and scheduling inquiries, and provide any feedback that you would like. Enjoy the rest of the summer, and try to keep cool!


Charlie King



About This Service

Today we applied our early summer application to your lawn. Cool-season (fescue) lawns got spot treated for weeds and received pelletized lime. Lime works by raising the pH of your soil. Soil chemistry is critical to the way plants absorb nutrients. Lime reduces the acidity of your soil and allows our fertilizers to work much more effectively. This material will not require water in order to be effective.

Warm-season grasses (bermuda and zoysia) got spot treated for weeds and received a fertilizer blend consistent with weather and temperature.

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 as needed. 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. We scan your landscape for current or potential problems and treat only those plants that need an application. This is not only environmentally friendly but also saves product.

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**.

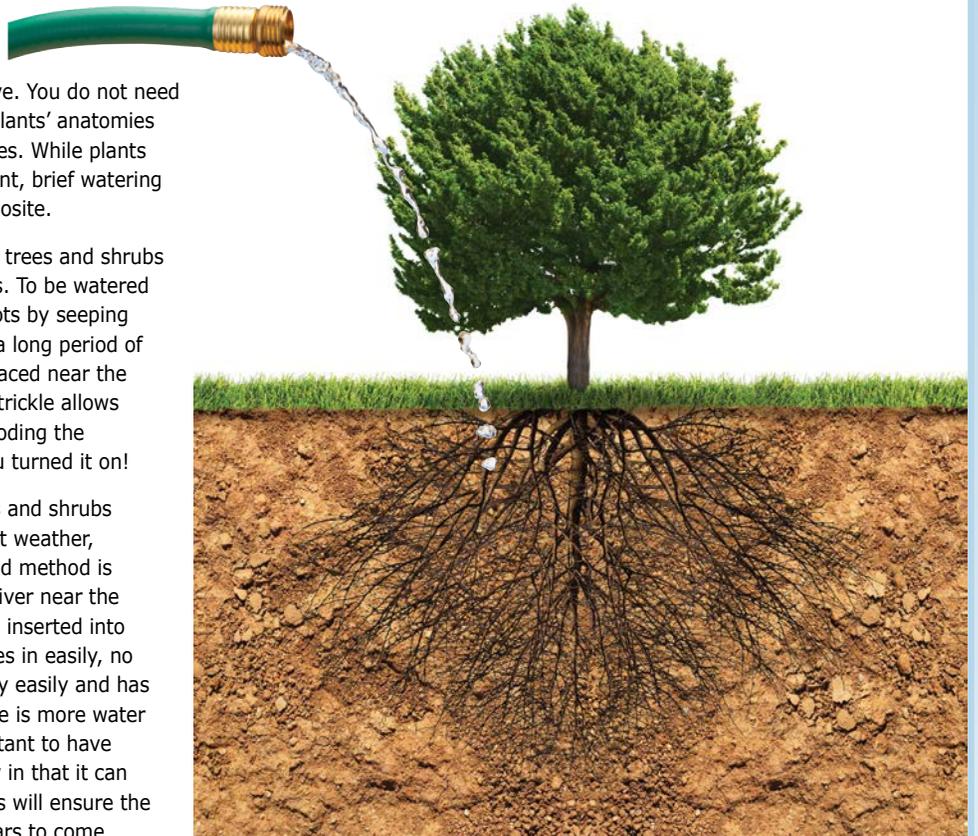


Drink Deep

All plants need water in order to survive. You do not need a lawn expert to tell you that. But as plants' anatomies vary, so do their ideal watering practices. While plants with shallow root systems need frequent, brief watering sessions, trees and shrubs are the opposite.

Unlike most herbaceous plants, woody trees and shrubs have deep and expansive root systems. To be watered effectively, water must reach these roots by seeping sufficiently into the soil. This requires a long period of slowly dripping water, with the hose placed near the base of the tree or shrub. This steady trickle allows water to soak in effectively without flooding the surrounding area. Just don't forget you turned it on!

Gauging how often to water your trees and shrubs depends on several factors (soil, recent weather, etc.) and there is no set answer. A good method is the 'screwdriver test.' Insert a screwdriver near the base of the plant. If it cannot easily be inserted into the soil, you need a watering. If it slides in easily, no watering is necessary. If it sinks in very easily and has soil clinging to it when pulled out, there is more water than the plant needs. While it is important to have enough water, too much can be deadly in that it can rot the roots. Proper watering practices will ensure the health of your trees and shrubs for years to come.



You Could Be Next...

Congratulations! Listed below are the round 2 newsletter winners:

Mary Kruczynski ~ Tegacay, SC
John Lowery ~ Mint Hill, NC

James Livermont ~ McDonough, GA
Frank Felker ~ Cumming, 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. Which season application was applied to your lawn?

- a. spring b. summer c. fall

2. All plants need what in order to survive?

- a. water b. insects c. shade

3. How many winners are listed each issue?

- a. two b. four c. six

SEND YOUR ANSWERS TO OUR MAIN OFFICE AT:

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

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