



Fall Issue

# The Shade Tree Gazette



## Turf Talk

**King GREEN** is rapidly expanding our internet offerings. Our work orders, billing and many other types of communication will be coming to you via email. In addition to the vast savings in paper and being more environmentally friendly, we will be able to communicate with you in almost real time. Our website will be interactive as well. You can pay your bill, send us a message, approve a service, or view your account 24 hours a day.

Expanding our internet services to assist you is a big deal for us here at **King GREEN**. We are spending a great deal of time and money to bring this improvement to you, and we need your help! Currently we have only about half of our customers' email addresses. If we do not have yours, please help us by sending your email address to us.

Rest assured that our homegrown personal service is not going away. We will still be here to answer the phone. We will not cram your inbox with a bunch of daily emails, however, we may send you special offers from time to time.

As always thank you for using **King GREEN**...you are our most important asset! Thank you for being our customer.

Charlie King



## About This Service



Today we applied our fall (Round 6) application to your lawn. Cool-season (Fescue) lawns received a balanced fertilizer. This fertilizer will aid the germination of your newly seeded Fescue lawn.

Bermuda and zoysia lawns received a pre-emergent weed control application. This product will prevent many winter annual weeds and will control most of the broadleaf weeds in your lawn at this time. As the weather gets cold, your Bermuda/Zoysia lawn will be going dormant. Even if your lawn is brown, it will still need our winter application to aid in the control of weeds during the winter and early spring. If you have any questions, please call our office. We'll be glad to help in any way.

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

The tree and shrub application today consisted of dormant oils and insecticide. This application utilizes oils to help minimize the use of pesticides later in the year. The oils actually smother insects and their eggs. By using a sticking agent, the oils remain on the plants longer, thereby increasing their length of effectiveness. This helps to prevent damaging populations next season.

**THANK YOU FOR USING KING GREEN.**

## Refer A Friend

**Did you know that our number one source of new customers is by referral? Most of our leads 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**.



# Air It Out

Around this time of year, gradually cooling temperatures allow people and plants alike to breathe a sigh of relief. Scorching, stressful heat eases up on your Fescue lawn, hopefully greening it up a bit. The dog days are over. All signs indicate that your Fescue lawn is coming back into its own and needs less TLC now than it did a month or two ago. Actually, these favorable conditions make it a great time to aerate your Fescue lawn and freshen it up with overseeding.

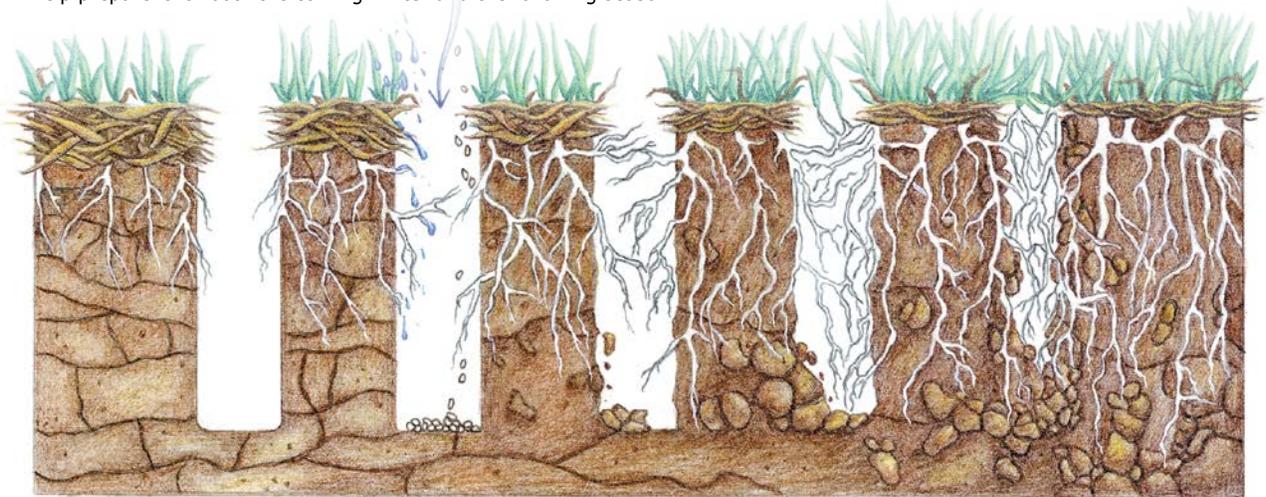
As the challenges of summer heat subside, your Fescue turf can focus its efforts on developing its root structure. A healthy root structure makes it easier for your Fescue lawn to withstand future summer stress. It also means a vigorous springtime transition from dormancy to growth.

Aeration is a process that specifically encourages healthy roots by creating space for roots to grow while opening up the ground to water, air, and nutrients. The machine used for this process punches out thousands of small plugs of turf, perforating the surface of your Fescue lawn with a bunch of tiny holes. This loosens the soil and disrupts built-up thatch and compacted dirt so that necessary nutrients can reach the roots. Fall is ideal for aeration because it allows your Fescue turf the necessary space to spread its roots at a time when the majority of its growth is underground.

The colder months may be coming, but your Fescue lawn's season is far from over. Fortifying it now with aeration and overseeding will help prepare it for both the coming winter and the following season.



Right after aeration is an ideal time to overseed your Fescue lawn. With the soil opened up, the seed can make good soil contact, which is critical for seeding success. With still-warm soil and the cooler fall weather, new seedlings can germinate and get established during this root-building period of the year.



## You Could Be Next...

**Congratulations! Listed below are the round 4 newsletter winners:**

*Edward Knoth ~ Mooresville, NC*

*Mark Coiner ~ Bishop, GA*

*Torris Bailey ~ Tucker, GA*

*Donald Isom ~ 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 can you do on our website?

- a. request money      b. send us a message      c. order take-out

### 2. What fall round application did we apply?

- a. Round 4      b. Round 5      c. Round 6

### 3. When is an ideal time to overseed your Fescue lawn?

- a. right before aeration      b. right after aeration      c. never

### SEND YOUR ANSWERS TO OUR MAIN OFFICE AT:

Mail: 1631 Gibbs Dr. • Gainesville, GA 30507

E-mail: [info@kinggreen.com](mailto:info@kinggreen.com) Fax: (770) 536-9003

### PLEASE PRINT:

Name: \_\_\_\_\_

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