



Fall Issue

# The Shade Tree Gazette

hello little one



**Stella Mae**



**Francisco Avery**

## Turf Talk

This is a very special edition of Turf Talk! We welcomed not one, but two new babies to the **King GREEN** family! Our customer service representative, Megan, had a beautiful baby girl on July 25th. Megan and her spouse, Cody, are thrilled with the birth of their first child, Stella Mae Rider. And that same week, our CFO, Jennifer Jorge, had her first child, Francisco Avery Jorge on July 28th! His dad and namesake, Francisco, and Jennifer are equally elated. Both babies are thriving and absolutely adorable!

We're all ready for summer to be over now! It's been a very hot and dry summer. The weather has taken a toll on lawns throughout Georgia and North Carolina. We're all excited for the reprieve of fall. If you have a fescue lawn, now is the time to have it aerated and seeded to replenish density lost during the hot summer months.

## 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 lawns received a pre- and a post-emergent herbicide. Zoysia lawns received a post-emergent weed control. These products 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.**

RECEIVE \$25



## 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 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 genuinely strive to provide a service that you want to share with your family and friends. We are grateful that you take the time to share **King GREEN**.

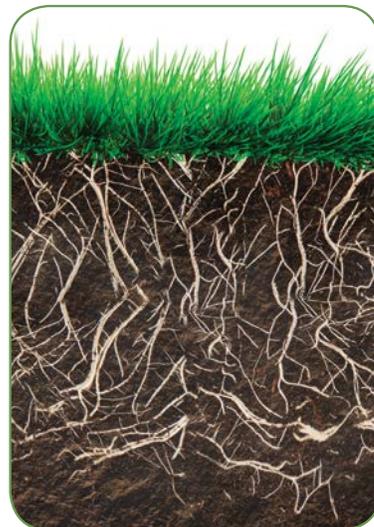
# Fall Is Time To Feed

With summer fading like a sunset and winter looming, feeding your lawn may seem like a wasteful proposition. Why would your turf need to be fertilized when it is essentially finished growing for the year? Believe it or not, the fact that your lawn has slowed or stopped growing is the reason why fall is a great time to fertilize.

When fall sets in, turf switches gears as it prepares for the dormant winter season. Top growth slows down and mowing becomes less necessary, but there is still plenty going on. Instead of growing above ground, your lawn focuses its efforts towards developing its underground vegetation. As it 'hibernates' over the winter, turf needs water and nutrients to survive – and it stores them in its roots.

Feeding your lawn at a time when most of its growth is underground is a great way to establish a hearty root structure that will be an asset through the winter and into the next year. Most fertilizers used in the fall are specially formulated to focus on root growth as opposed to top growth. A treatment now both feeds and strengthens your lawn for the winter. Healthy turf is less susceptible to cold weather damage such as fungus. Increased water capacity in the roots helps prevent damage and drying from cold, dry winter winds. It also means quicker greening in the spring and resistance to drought in the summer.

Your lawn's health cannot be measured entirely by how green it is or how quickly the blades shoot up. Sometimes your turf can have vigorous top growth, but the vitality will be short-lived without a well-established root system. Like the foundation of a house, roots are largely hidden, but essential to the integrity of the larger structure. Fall is the time to strengthen that foundation.



## You Could Be Next...

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

*Glen Hazelwood of Charlotte, NC*

*Hoskin Sanders of Newnan, GA*

*LaVonne Cockrell of Braselton, GA*

*Lynn Grosvenor of Atlanta, 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. Who are the two new babies to join the King GREEN family?

- a. Megan and Jennifer      b. Cody and Avery      c. Stella and Francisco

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

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

### 3. When is the best time to "feed" your lawn?

- a. Fall      b. Summer      c. Never

### 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: \_\_\_\_\_

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