



Early Summer Issue

The Shade Tree Gazette

Turf Talk

Wow – I can't believe spring is here and summer is coming fast! I am anxiously awaiting the summer as it looks like I will be a Grandfather in late July or early August. How cool, I cannot wait!

Now let's talk about lawns and shrubs. Warm season grasses (Bermuda and Zoysia) should be greening up or maybe even all the way green by now. Fescue lawns have reached their peak and should be looking really good. As my manager Chris says, "Take your pictures at Easter" on your Fescue lawns. We all know Fescue looks its best in the spring and that summer is pretty tough on it. Two things I want to encourage you to do:

- 1) If you have a warm season lawn, and do not have it scheduled for aeration, call us and get it scheduled today. Aeration will make your lawn healthier and happier throughout the year.
- 2) If you have a history of brown patch in your Fescue, call and talk to us about a fungicide program. No, it is not included in our regular program, but modern products work so much better than the old days and these really do help your lawn make it through the summer with a better look.

We at **King GREEN** are celebrating our 30th year! I cannot tell you how good it feels and how proud I am of the team that we have put together over the years. And, with customers that keep us on their lawns, the last three decades have been a lot of fun! We appreciate you as a customer each and every day. Take a minute when talking to your neighbors and tell them about our services. Our best new prospect always comes from our existing customers. So give us a referral and reap the benefits. See our referral program in this newsletter.

Thank you again for being a **King GREEN** customer. If I can help in any way please let me know.


Charlie King



About This Service

Today we applied the early-summer (Round 3) application to your lawn. This weed control and fertilization treatment attacks invasive weeds while greening up your turf and providing 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**.

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**.

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**.



What Does Fertilizer Do?

If you are reading this, chances are that you are familiar with the idea of fertilizing your lawn. You've likely heard that it is a key part of successful lawn care, and something that you should probably do. But what purpose does fertilization really serve? Why is it seemingly so important? These are important questions whose answers can help guide your plan of action.

Like you and I, plants need food in order to live and grow. Whatever we eat is broken down to its most basic components and then used by our bodies to carry out a variety of functions such as growing new tissue or giving us the energy to go about our daily life. Turfgrass is built to gather its food from the soil, extracting nutrients from the ground through the roots.

Fertilizer provides turf with the same nutrients it collects from the ground, but in a highly refined and accessible form.

Nitrogen
Vigorous top growth,
intense greening

The three active ingredients in fertilizer are Nitrogen, Phosphorous, and Potassium. Each one of these performs a different function in creating healthy turf. Nitrogen is the primary active ingredient in turf fertilizer. Amino acids are the building blocks of all plant and animal cells, and all amino acids contain nitrogen. Increased nitrogen levels encourage rapid new growth and dramatic greening of the turf. Phosphorous helps the turf create organic compounds which result in large, strong roots. It also helps the plant produce chlorophyll which is essential to the process of turning water and sunlight into energy (photosynthesis). Potassium helps turf build valuable proteins that strengthen turf against stresses such as drought and disease.

Potassium
Resistance to stresses
from drought
and disease

The goal of fertilization is to give your lawn the necessary nutrients to achieve vibrant beauty now, and sustained health for the long run.

Phosphorous
Encourages root
growth, helps
establish
new turf



You Could Be Next...

Congratulations! Listed below are the round 1 newsletter winners:

David Sargent of Gainesville, GA
Arthur Agnew of Dahlonega, GA

Shari Sexton of Mooresville, NC
Tammy Teeters of Buford, 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 is King Green celebrating this year?

- a. 20th anniversary b. 25th anniversary c. 30th anniversary

2. What is Charlie anxiously awaiting the arrival of later this summer?

- a. His first boat b. His first grandchild c. His first vacation

3. The goal of fertilization is to give your lawn, what?

- a. necessary nutrients b. necessary sunlight c. necessary water

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: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

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