

The Shade Tree Gazette

King **GREEN** SM

The Finest Service Company Available

25th
Anniversary

Fall

www.kinggreen.com

Turf Talk

It is still hot, but we are beginning to train our Aeration & Seeding crews for fall fescue seeding. Aeration & Seeding is essential each and every year to maintain a healthy fescue lawn. If you have not already done so, please call and schedule today for prime dates. We will be providing this service from late August until early November; but the earlier the better.

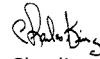
This has been a pretty good year for lawns. Most of the lawns survived the summer in spite of the extreme heat. Even though they survived, the lawns still suffered. I was at a charity golf tournament today at a very exclusive course. Even there, the areas that were not irrigated were noticeably poorer quality turf than the other areas. Lack of irrigation won't make your lawn die (unless it is young and there are other problems), but watering really does make a difference in the quality of your turf.

Let's get ready for fall and winter. Fescue lawns should be overseeded and will green up with rainfall and/or irrigation. Bermuda and Zoysia should be mowed a notch higher and of course they will go dormant at the first frost. This is normal and they should be fine next spring.

Fall is one of my favorite seasons. The leaves turn and there's a bit of nip in the air. Let's hope we have a repeat of last year with no snow!

Thanks again for being a **King GREEN** customer. If I can ever help, please call.

Sincerely,



Charlie



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.

Warm-season (Bermuda and Zoysia) grasses received a pre-emergent and a post-emergent herbicide. 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.

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 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.**



The Beginning

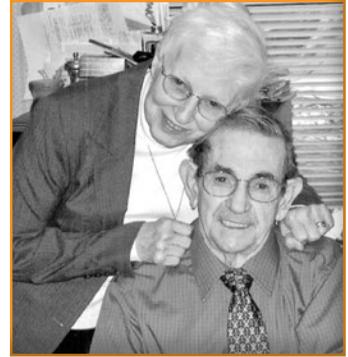
Twenty five years ago sounds like a long time but yet it seems like only yesterday that it (KingGreen) was born. Charlie had graduated from college and had been working (we felt temporarily) in lawn care with a friend who was doing that kind of work. Jobs were scarce around that time. His father and I said "Is this the result we get for paying for four years of college?" He worked in that field for several years. The last company he worked with he was a made branch manager. After a year or so with that he was offered a job to go to Cincinnati, Ohio and start a branch there. He did and it was very successful. As soon as he felt one of the guys could be manager he was transferred back to Atlanta. When his precious daughter/our granddaughter was born he asked for a day off to get his wife, Barbara, and the new beautiful baby girl, Jennifer, home and settled. At first he was denied this request but finally got them home. He got several pay raises after that but after a point was told "This is as much money as you will ever make." He had, on his own, secured quite a few commercial jobs besides his regular work and felt he should be compensated. This was denied.

Soon after that, Charlie approached us, his parents, about his desire to start his own lawn care business. It was virtually impossible to get any loan for such a project. We took a step of faith. We had paid off the loan on our home soon after the boys finished college and we had no debt. Charlie felt if he could get twenty thousand dollars he could get a business going. We got a line of credit against our home for \$20,000 and gave him access to that.

He got one truck and tank, and worked from his home with Greg Wagner and another friend. The other friend has moved on to start his own successful lawn care business since. Charlie's father often went there to drive for him in areas like apartments that had so many 'stop and go' spots. Alfred came home one day and said "Jean, it was so hot today, I could see the sweat dripping off Charlie's pant legs!" He soon found a place to rent for the business, then another, then purchased a nice place which the Atlanta branch still occupies. It all went from there. He needed help in the office and hired Pam. She just did whatever he needed her to do and still does! The next step was getting another truck, then another, etc. and hiring more guys for spraying.

The rest is history! I'm glad that Alfred and I were able to be a part of King Green's success story and I'm so very proud of my son.

-Jean S. King



*In Loving Memory of
Alfred L. King
2/2/1925 - 7/3/2007*

King GREENSM
The Finest Service Company Available

Aeration and Seeding This Fall

We try to make every effort to make sure you are completely satisfied. Whether we take care of your Aeration and Seeding this fall, or you do it yourself, please follow these instructions in order to get the best results!

Preparation

Mow the lawn to 1"-1.5". Flag sprinkler heads, invisible dog fences, or anything that can be punctured by the aerator. Water the lawn as much as possible prior to Aeration and Seeding.

Care after Completion

1. In order for seed to germinate, Fescue grass must be kept moist. Please water every day for 15-30 minutes.
2. Continue this practice for three (3) weeks. After this time, gradually decrease frequency of watering to every other day, then every third day.

3. When first mowing your young Fescue, make sure to use a sharp mower blade. Try not to mow for at least three (3) weeks.
4. As you water to germinate your new lawn, you may also begin to see weeds develop. These weeds will be controlled as soon as the young grass develops and is mature enough to handle weed control.
5. If you have any questions or concerns, please contact us.



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. Prior to aeration and seeding, how much water does your lawn need?**
 - a. None
 - b. As much as possible
 - c. Not much
- 2. What time of year should you schedule aeration and seeding service?**
 - a. Late November until early March
 - b. Late April until early July
 - c. Late August until early November
- 3. How much money did Charlie borrow to start his company?**
 - a. \$20,000
 - b. \$30,000
 - c. \$40,000

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: _____

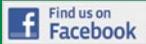
E-mail: _____ Phone: _____

King GREENSM

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



CALL TODAY FOR YOUR FREE ESTIMATE!

(770) 536-7611

(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 GREENSM 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 and Pest Control services today.

Give us a call to schedule an appointment for our Pest Control Services today!

(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.