



GREEN THUMB GAZETTE

Employee Spotlight: Jeff Coats

Jeff is Lawn Doctor's Head Field Manager. Before LD Hanson, Jeff lived in Savannah, GA where he worked for their local LD office and grew his roots in the lawn care industry. Jeff joined our team as a service technician in 2018 and quickly showed his skill and expertise in all things lawn care. His job now requires him to wear many hats including that of technician trainer, quality assurance, problem solver and much more!



Q: What exactly do you do here at LD?

» A little bit of everything! I train new technicians and retrain our veteran techs to maintain the quality of our service. I help the techs load up their vehicles in the morning and unload in the afternoon. I assist in the LD shop any way I can like receiving deliveries, operating machinery and anything else that needs to be done. But most importantly, I'm the person who inspects customer lawns when there is a problem that our technicians could not identify or solve. I meet with customers or visit their property then speak with them about what is going on and how we can fix it together.

Q: How do you prepare for a day of Field Managing at LD?

» I arrive at the shop at about 6:15 every morning to make sure the technicians have everything they need for their day and to help them load up their product and equipment. When all the technicians have left to complete their routes, I sit down at my desk and familiarize myself with each customer's account that I will be visiting that day. I research the service history, product usage, technician notes and anything else that can help me make a catered plan for each customer. Then I hit the road! (Continued on page 2)

Ian's Turf Talk: 6 Pre-Winter Must Do's



Ian Tlasek is LD's Operations Manager and our all-knowing grass master. He says the winter can be tough on your lawn but there are ways to lessen the damage. Here's what he has to say about preparing your lawn for the winter.

Your lawn has many natural enemies and needs a lot of help to survive and even more to thrive. From heavy snow packs to invasive weeds and insects, from extreme heat and drought to bitter cold and suffocating leaf coverage, it's hard to believe it can live from one year to the next. Turf grass can be resilient and can withstand some pretty extreme conditions, but only if it is strong, well fed and properly cared for. Here are some Pre-Winter tips that I recommend to improve your lawn's long-term health and resiliency.

- 1. Apply Potassium.** Adding Potassium to the soil, especially before winter helps grass withstand drought, winter injury and disease. It helps maintain proper water pressure in the plant cells which increases its drought tolerance and cold hardiness. If you're on Lawn Doctor's Lawn Care Program, potassium is applied as our final Winterizing treatment.
- 2. Mow short.** We typically say to never mow shorter than 3 inches. While this remains true for the rest of the year, we recommend to mow at about 2 inches before the winter right as the grass starts going dormant for the season. Longer grass will lay over on itself in the winter and smother itself. A shorter lawn is much easier to rake and keep free of leaves and debris.
- 3. Disrupt moss.** Moss is even more resilient than grass. It can thrive in almost any condition. To prevent the moss in your lawn from growing and spreading while your grass is dormant, rake the moss or scratch it up with a gardening tool. This makes it less likely to flourish during the winter months. (Continued on page 2)



Rake thick moss patches

Employee Spotlight: Jeff Coats Continued



Q: What's your favorite thing about Lawn Doctor?

» I love the team environment. Everyone has each other's back and you never have to face surprises or problems alone. It feels like working in one big family.

Q: How long have you been in the lawn care field and why?

» I first worked in lawn care as a technician at Lawn Doctor Savannah in Georgia for two years. When I relocated to MA, I needed a job that allowed me to feel fulfilled and accomplished at the end of every day. That need of mine, combined with the job posting I saw for LD Hanson and my experience from LD Savannah made this the perfect job for me. I was happy being a service technician, just like in Georgia, but as my experience in the field grew, so did my passion for it and I'm now the Field Manager. I've been at this LD for about 3 years and am happy to keep growing with the company and the industry.

Q: What makes you an expert at what you do?

» Thanks to LD, I'm always expanding my knowledge of lawn care. I've attended many seminars given by experts in the lawn care industry. LD sends me to an annual lawn care conference that puts on classes and presentations from grass professionals from across the country. And currently, I'm attending Green School, a turf certification course from UMass Amherst.

Q: What motivates you?

» The thought of preparing my future with comfort, stability and happiness.

Ian's Turf Talk: 6 Pre-Winter Must Do's Continued

4. **Yard clean up.** Letting the leaves, twigs, pine needles and other debris stay on for too long can suffocate the grass. We recommend doing a big yard clean up at least once right before the winter because that's when real damage can occur. During the winter, a thick layer of leaves can block sunlight, trap moisture, obstruct oxygen flow and overall create a horrible environment for the grass to be dormant in. It is very likely that areas with a lot of leaves will be left dead or bare come the spring.

5. **Blow out irrigation.** If you have an irrigation system, make sure your irrigation company blows out the lines before the winter. They remove all the water from the lines so that they don't expand and burst when the water in them freezes, saving you hundreds in repairs come the spring.

6. **Plow Markers.** Mark your lawn's edges with plow sticks anywhere that it comes in contact with pavement or areas that will need snow removed. It's a small task but it can help save entire sections of your lawn. If a snow plow doesn't know where your driveway ends and lawn begins they can easily tear up the grass irreparably.



Excess leaf coverage causes damage

What's New With LD?

Common Lawn Problems Help Page

If there's ever something else you want to diagnose or learn more about, visit our website www.lawndoctor.com/southshore-ma and click Common Lawn Problems under Offers & Info. to see if it's something we can enlighten you on.

LD Instagram

Follow us on Instagram! @lawndoctor.ma We share everything from real customer lawns, progress pics, technician shout outs, special promotions, contests and much more!

Steps Towards Paperless

We stopped technicians from knocking on doors and we kept them from leaving paper invoices after each visit during the pandemic. By doing so, we've reduced the amount of paper we use tremendously. Our goal is to keep this up and continue the paperless invoicing process even after the pandemic and maybe strive towards a paperless future altogether.

Did you know?

Lawn Doctor customers can split the cost of their entire service year into 12 monthly payments. We call this **Budget Billing**. If this sounds familiar to you, it's probably because many utility companies that provide cable or natural gas to your homes also offer Budget Billing. It prevents spikes in cost based on the amount of service provided. Instead, it maintains a low, even amount every month until the arrangement is canceled. Our system automatically charges a credit card so that our customers don't have to worry about remembering to make the payments every month. Pretty convenient, right?

In The Winter Works

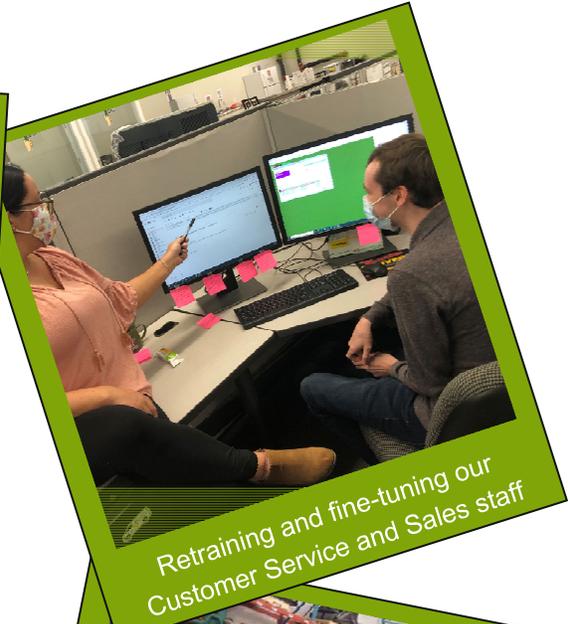
You may be wondering what a lawn care company does while there's snow on the ground. Well here's a little glimpse into our winter operations and what goes on outside of the service season.



Planning! We map out all aspects of the following service year in order to continue improving



Hiring new employees and getting them ready for the start of the season



Retraining and fine-tuning our Customer Service and Sales staff



Retraining and updating our technicians on developments in lawn care and changes in procedures



Office organizing and making changes that have to wait until busy service seasons



Tuning up our equipment and vehicles

Winter-proof Your Trees and Shrubs

Severe winter conditions can be damaging to the health and beauty of your landscape. Here are a few steps to make sure your trees and shrubs are ready for winter.

Make sure to **provide plenty of water** for the plantings on your property before the ground freezes. Focus on new plantings as they'll need more water than established ones.

Prevent snow and wind damage by wrapping or tying tall, thin trees together. Depending on the year, snow may be enough to weigh down, bend and even break these types of trees.



Deer eating ornamentals

Prevent sunscald and windburn on your delicate trees. Wrap them in burlap or it's trunk in a plastic tree guard, depending on it's type.

Apply a Deer Proofing product. Deer forage and chew on shrubs, causing serious damage. Arborvitaes and hemlocks are among their favorites so be sure to protect those.

Apply an antidesiccant (wilt proofing product) to protect your evergreens from windburn and moisture loss during the winter.

Apply a fall fertilizer. This helps the plants recover from the growing season, gives them nutrients to store and use during the winter, and makes for a more bountiful and beautiful bloom in the spring.



Wrap delicate trees



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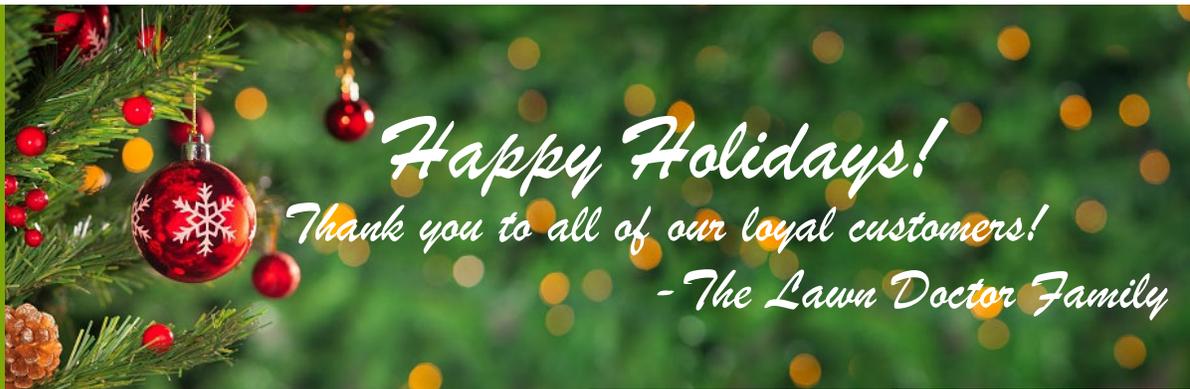
Lawn Doctor Newsletter

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Happy Holidays!
Thank you to all of our loyal customers!
- The Lawn Doctor Family

Some of the photos in this newsletter were taken prior to the outbreak of COVID-19 and it's social distancing and safety guidelines.



Contact Us

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