



GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 2 No. 1 Spring 2021

Lawn Doctor 2020: A Year In Review

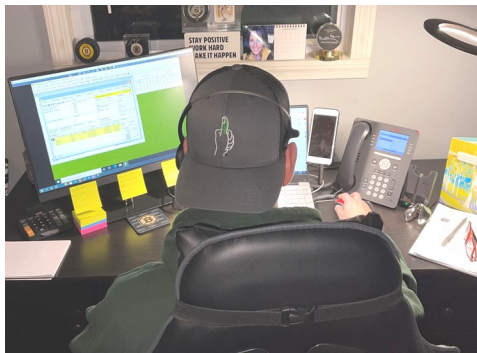
This past year was challenging, but it taught us many valuable lessons and created lifelong memories. We've made quite a few changes with a strong emphasis on the LD Family as a whole. Here's a little recap:



February 2020 – We began our annual training and started gearing up for a great season. We trained new technicians and recertified our veterans. We discussed updates, plans and goals for the year!

March/April 2020

– The outbreak got a little out of hand and we sent all of our office staff to work from home. Here is Craig representing LD from his home office. Service Technicians were on standby until we were deemed essential and authorized to work.



June/July 2020 – We implemented all of the CDC recommended safety protocols and made our way back to the office. With us came our pandemic puppies– dogs bought or adopted during the initial outbreak who had never spent time away from their owners. Now they're free to roam around from cubicle to cubicle without ever having to experience separation anxiety.



August/September 2020 – The Lawn Doctor family was growing in more ways than one! We went on a hiring spree and welcomed many new team members. Also, our technician, Mitch, had his second child. Here is his son, Winston: Lawn Doctor's best recruit yet!

October/November 2020

– The canines kept coming so the kids in the office became "Doggie Daycare Providers". Here is Paige, our Sales Manager's daughter. She does remote learning from her mom's cubicle and in between classes, she plays with Pico and Teddy!



December/January 2021

– We skipped the Christmas party but opted for a virtual paint night and premiered a company awards video. January was filled with building renovations, giving us a fresh start to a new and hopefully normal year!



All in all, we were very grateful to continue operating and to have had a great year. We had quite a few hoops to jump through but we had each other's backs and came out on top! Our secret to success is taking good care of our employees, so that in turn, they'll take good care of our customers.

Ian's Turf Talk: Preventing Crabgrass



Ian Tlasek is LD's Operations Manager and our all-knowing grass master. He has put together a list of questions that he is frequently asked regarding crabgrass.

Why is it important to prevent crabgrass?

Crabgrass is an invasive, grassy weed that thrives in the sun and heat. It is easily the most widespread, common lawn issue in the industry. Once crabgrass is established, it is very hard to control. It's important to prevent crabgrass because once it takes root, it will take over and ultimately destroy a lawn. We prevent it with a pre-emergent control.



Mature crabgrass

What is pre-emergent?

Pre-emergent refers to a weed control product that prevents seed germination before the plant emerges.

When is pre-emergent applied? Apply pre-emergent between the months of March and May. If applied too early, the effects of the product will dissipate before summer. If applied too late, the

crabgrass plant will already be past the point of prevention. Lawn Doctor applies it twice during the spring as the most effective strategy.

Where should pre-emergent be applied? Pre-emergent should be applied to the entire lawn. We increase the rate of application in hot spots where crabgrass would likely thrive: along pavement, areas of direct sunlight and where the grass is thin/bare.

Any other advice about pre-emergent? Do not aerate or deep rake the lawn after pre-emergent is applied. Do not plant seed too close to a pre-emergent application. Know that other factors like water, sunlight, temperature and grass height can all impact the success of pre-emergent.



The same lawn without pre-emergent in 2019 and with it in 2020

Did you know?

You can get a \$50 credit towards any Lawn Doctor service if you refer a friend or neighbor. Spread the word! Tell family members, coworkers and anyone who could benefit from some great lawn care what LD has done for you. Make sure they mention you by name so you receive your \$50 credit!

What's New With LD?

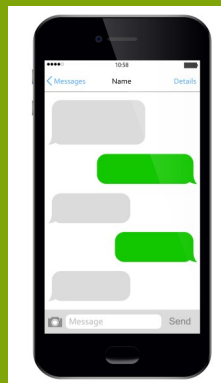


NEW Yard Armour *Plus* Home Best Barrier Program

We've offered Yard Armour Tick and Mosquito Control as well as a separate Home Pest Barrier Program for years. Well, now we're offering a combo program! This combined program handles Ticks and Mosquitos and prevents crawling insects from invading your home all in one visit.

Text Our Team

Have a quick question about your account or any LD service? Send us a text! As a faster and more convenient option, you can now communicate with us directly through text. Text us for anything you need! (781)826-2920



Lawn Of The Month

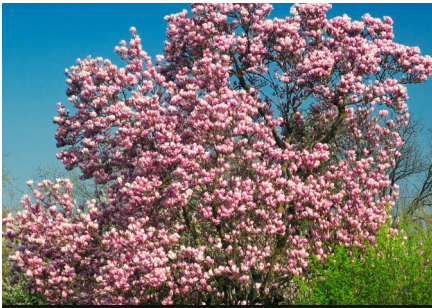
Love your lawn? Show it off! Every month during the lawn care season, we'll choose one proud customer with a beautiful lawn to win Lawn Of The Month. Send a couple of photos to lawns@lawndoctorma.com for your chance to win the title and get \$75 credit towards any Lawn Doctor service!



Crabapple tree in full bloom

Some **Treemendous** Advice

John “Murph” Murphy has been a Tree and Shrub Specialist for decades. It’s safe to say that he knows what he’s talking about when it comes to plant and ornamental care. Unfortunately, Murph is often called to a property only after a tree or shrub becomes diseased or infested with a harmful insect. He recommends health-boosting care by proper nutrition and disease prevention. We have a whole program dedicated to Tree & Shrub care, but in the spring, focus on fertilizer!



Magnolia tree in full bloom

Fertilizing trees and shrubs is important in many ways. First, it provides essential nutrients to build healthy growth both above and below the ground. The stronger and healthier the plant, the less likely it will succumb to disease and pests. A spring fertilizer application will also help produce more bountiful and beautiful blossoms! If you have been disappointed with a lack of flowers or think they could use a little “oomph”, fertilizing could be the answer!

Some trees and shrubs may not require spring fertilizer which is why you may need an expert. Different varieties have different needs and in some cases fertilizer can do more harm than good. Recently planted trees and shrubs may not have a strong enough root system to benefit from the extra nutrients. Older trees that suffered root damage from construction or any other sort of major disruption are also best left alone for a while. All of this and much more is examined during Murph’s analysis of the plants on the property. A thorough look around will give him all the information he needs when deciding how he will proceed before each treatment this spring.



Magnolia blossom

Tick Tips

1. Mow your lawn frequently to prevent overgrown, meadow-like conditions.
2. Keep your yard clear of leaf piles and other excessive debris. Ticks love hiding in shady areas.
3. Trim back shrubbery and bushy areas of your property.
4. Create a tick-proof barrier with gravel or wood chips between where you spend most of your time outdoors and wooded areas of your property. Ticks are unlikely to cross an area of direct sunlight and heat.
5. Sign up for Yard Armour Tick and Mosquito Control with Lawn Doctor.



Be On The Lookout: Common Spring Issues

Depending on the weather, these are some common lawn issues that typically arise in the spring.



Snow mold is very common when heavy snowfall happens before the ground is completely frozen or if there is a lot of debris on top of the lawn when winter rolls around. Fungicide may help, but you’re better off repairing, reseeding and trying to prevent it in the future with a deeper fall clean up.



Voiles are burrowing rodents that feed on plants. They’re most easily identifiable in lawns from their shallow tunnels creating lines in the lawn. They feed a lot in the spring but store-bought traps or repellants can help keep them at bay. If not, consider reaching out to a local pest control or wildlife company.



Moss is present year round but is most visible during the spring. Over the winter, grass goes dormant but moss continues to thrive. As grass comes out of dormancy, the moss looks like it has taken over. For now, feed and fortify the grass to hide the moss. In the fall, tear up the moss and seed the area.



LAWN DOCTOR®

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Thank you for choosing Lawn Doctor.

We have a family approach to running our business. Caring and doing the right thing for people, whether they're customers or employees, has always been our way and always will be. Our company mission is to provide the highest quality, environmentally responsible and innovative services that improve the lives of our customers, our employees and result in a more beautiful community. We look forward to earning your trust and your loyalty in 2021.



-Tom & Jim Norton

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

Contact Us

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