



# GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 2 No. 4 Winter 2021

## Snow Survival Tips

At this point, all of your lawn's winter prep is probably done. The yard is clean of debris, the lawn is mowed short and all necessary nutrients have been applied. Now comes the winter and there's still some protecting you need to do to ensure your lawn makes it through unscathed. Here's how we recommend you deal with the snow this winter in regards to how it may affect your lawn.



Plow markers protect lawn edges

**Snow plow markers** are the easiest way to protect your lawn against snow and the damage it can cause. Simply staking the edges of your lawn can help avoid hundreds (if not thou-

sands) of dollars worth of repairs and seeding in the spring. These bright stakes make it clear where the pavement ends and lawn begins to keep plow operators from digging up and destroying your lawn.

**Salt** in the form of sodium chloride can harm your lawn. Be careful not to salt any of your grass. It can cause a drought-like effect by dehydrating the plant. Do not salt past your plow markers



Ice melt dehydrates grass

and do not store ice melt on your grass. Avoid too much salt damage by opting for a deicer product that contains less sodium. Calcium chloride is a good alternative.

When relocating snow on your property, **avoid piling it in one area**, but rather spread it out evenly. Big, heavy piles



Snow blowers spread snow evenly

end up with drainage issues and even mold if left piled on for too long. Parts of the lawn with excess snow or weight on it always have the hardest time greening back up in the spring.



Snow piles can cause snow mold



Weight causes cracked crowns on cold grass

pressure, weight or movement causes damage. Frozen grass blades actually break causing discoloration and usually comes back in the following growing season. If this happens too much, the grass will struggle to bounce back in the spring.

can compact the soil and suffocate the lawn. Compacted soil cuts off the grass root's oxygen. It also decreases water and nutrient storage and uptake. You can also

Lastly, **avoid too much traffic** on your lawn in the winter. Even when there isn't snow on the ground, the grass and soil will be frozen. During this time, grass is very fragile and brittle and added

# Understanding Potassium

Potassium is a mineral that is abundant and needed in nature and plant life all around us. It's also very beneficial to turf grass!

When looking at the label of a lawn fertilizing product, potassium is the third number. Nitrogen and phosphorus are the first two. For example, 18-0-5 means the product is 18% nitrogen, 0% phosphorus and 5% potassium.

Just like in human bodies, potassium helps grass perform basic functions like producing proteins and starches. Most importantly, it fortifies grass's cell walls and maintains turgor pressure (the cell's ability to stay plump and healthy) within each cell. This means that potassium makes grass cells heartier and stronger to withstand drought, low temperatures and other extreme conditions.

Grass that is low on potassium may turn yellow in color and start to wilt. It may stop absorbing hydration and other nutrients as well without the help of potassium to break it down. In some cases, a soil test may be necessary to find out the mineral composition of the grass and what it needs.

To be thorough, Lawn Doctor applies a good dose of potassium right before the winter to help lawns store water, nutrients and strength throughout the long, cold months. Potassium is our secret to a long-lasting lawn that bounces back every spring.



Potassium is good for you AND your lawn!

# Trees Winter Checklist

Here are a few things you should do before the extreme elements of winter take a toll on your trees and shrubs.

- ☐ Wrap delicate trees to prevent sunscald and windburn
- ☐ Tie thin trees together to avoid bending and breaking under wind and snow
- ☐ Provide plenty of water so it can be stored all winter
- ☐ Apply an antidesiccant to keep trees from drying out
- ☐ Apply a deer proofing product to keep deer away
- ☐ Apply a winterizing fertilizer



Protect your ornamentals from winter

# What's New With LD?

## Corporate Gym Membership

With the new year right around the corner, we decided to add to the list of employee benefits with a company gym membership. We partnered with ClubeX in East Bridgewater, just 2 minutes down the street from our office and are giving our employees an opportunity to be more active and healthy!

## Office Signage

We haven't been at our Hanson location very long, but we've grown very much in our short time here. With growing departments, it was time we put up some signs to help visitors navigate and to showcase the many moving parts that make up our great organization!

## Best Franchise

Lawn Doctor has many franchises throughout the country. Recently we've grown into the number one spot, nationwide! We owe this success to our dedicated employees, supportive customers and engaging community. Thanks to all who have helped us get to where we are today!

## 30+ New Employees

Despite the labor shortage sweeping the nation, LD continues to be a great place to work. We've been lucky enough to add over 30 team members to our crew throughout 2021. Having a full-time, relentless recruiter and infectious company culture sure helped!





# LD Gives Back

Lawn Doctor is always on the lookout for opportunities to give back to our community. Although we're in the business of beautifying our neighborhoods, we think it's important to support them in other ways as well. Last year we coordinated a virtual food drive for families in need.

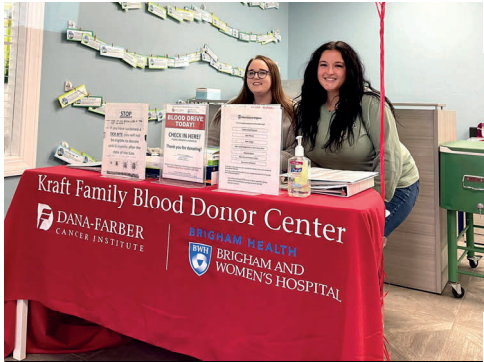
This year, we hosted a blood drive! We invited the Kraft Family Donor Center's Blood Mobile to our Hanson office. The blood collected went to Dana-Farber Cancer Institute and Brigham and Women's Hospital. Because only 38% of people are eligible to donate blood and someone needs blood or platelets every 2 seconds in the US, we asked everyone we know to come donate blood. Check it out!



First we handed out flyers to local business to help recruit as many donors as possible!



Amanda coordinated the blood drive with The Kraft Family Donor Center



Tasha and Taylor helped set up and pre-screen all of our donors at check in.



Our Field Manager, Jeff was a first time blood donor and he gave it a green thumbs up!



Tom Norton, LD owner, is a veteran blood donor and was happy to participate!



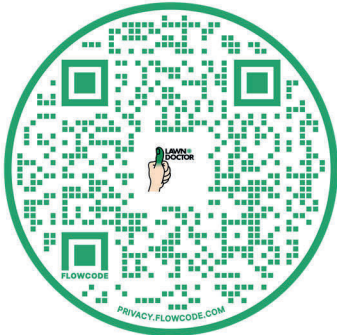
Andy and Ian took a few minutes to relax and eat some snacks after donating.

## Help Us Give Back!

Currently, we're hosting a another virtual food drive for The Greater Boston Food Bank. We did this last year and gathered 829 food items! We're eager to help those facing food insecurity again this year and are hoping to donate 1000 items as a whole! Please help us reach our goal by scanning the code and shopping for food items to donate.



Scan code and shop to donate!



For recommendations on how we should give back next, email us at [info@lawndoctorma.com](mailto:info@lawndoctorma.com) with your suggestions!



# LAWN DOCTOR®

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**Give the gift of a beautiful lawn this holiday season!**

Purchase a gift card worth \$100 for just \$75 for a family member, friend or neighbor! Gift certificate can be applied to any Lawn Doctor service and does not expire once purchased. Purchase offer expires December 31, 2021.

**To purchase call or text 781-826-2920 today!**

### Contact Us

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