



GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 3 No. 3 Fall 2022

Newsletter Content

- All About Drought: 2022 Record Year
- Double Core Aeration & Overseeding: LD's Newest Drought Recovery Special
- The Ultimate Seeding Checklist
- Did You Know?
- Come Grow With Us
- Myth Vs. Truth: Leaf Coverage
- Meet The Management Team
- What's New With LD?

All About Drought: 2022 Record Year

If you looked at your lawn this summer and thought to yourself "I can't believe how fried it's gotten!" you are certainly not alone. Massachusetts faced a level of severe drought this year that we haven't seen in quite some time.

In fact, by the end of August we faced our sixth straight month with below average water levels, totaling about 9 inches below the average rainfall to date in 2022. Lawns all around the state saw harsh effects as a result, such as summer stress, yellowing/browning, heat tracking, and increased likelihood of various disease and fungus.

The good news is that drought season is nearly behind us now, and the cooler weather conditions paired with our seasonally formulated fertilizers should green things up very quickly.



Double Core Aeration & Overseeding: LD's Newest Drought Recovery Special



Lawn **Before** Double Aerating & Overseeding

With fall comes seeding and we at Lawn Doctor like to think we have a pretty good grasp on the best methods out there for Massachusetts lawns. Over the past couple of years we have begun adapting to a new practice: **Double Aerating and Overseeding**.

This process is just as it sounds: we aerate and overseed the lawn once, then go back around and do it again. As with regular Aeration and Overseeding, this promotes improved air, nutrient, and water absorption for the lawn, in turn providing stronger roots and thicker turf. The difference is that this service is personalized to your lawn's specific needs. Have some bare spots in the front yard, but a near perfect backyard? Our technicians will be sure to tweak the service to cater to your lawn's trouble areas while maintaining what has already been established.

We have seen incredible results with this practice during testing over the past few seasons (see image on left), and we are looking forward to bringing it to more lawns this fall and beyond!

Interested? Give us a call today!



Lawn **After** Double Aerating & Overseeding



Aeration Plugs

The Ultimate Seeding Checklist

There are many components that can determine whether or not a seeding is successful. Some of them are out of our control like weather, environmental factors, wildlife, etc.

Here are some things you can do to give your seeding the best chance to germinate into a thick, green lawn!

✓	Prep Work	✓	After Care
	Control the weeds		Water daily for the next few weeks
	Apply topsoil if necessary		Mow when the new seed reaches 3-4 inches in height
	Rake up debris/moss		Fertilize regularly (We handle this for you!)
	Flag irrigation & invisible fences		Be patient! It can take 1-3 weeks to see seed starting to germinate
	Choose your desired seeding variety & method		Enjoy your thicker, greener lawn!



Did You Know?

We have changed our seeding blend! We now utilize a Turf Type Tall Fescue, which is full of incredible benefits! It mimics that lush look Kentucky Blue Grass provides *and* takes half the time to germinate. Being that it's also disease resistant and drought tolerant, it is truly the best for our climate zone.



COME GROW WITH US

OPEN POSITIONS IN
 -CUSTOMER SERVICE
 -SALES
 -FIELD SERVICE

EMAIL US FOR MORE INFORMATION:

CAREERS@LAWNDOCTORMA.COM



Myth Vs. Truth: Leaf Coverage

While leaf dropping is still a while away, it always helps to know the facts!

MYTH: You should not apply any product (fertilizer, seed, etc.) to a lawn with leaf coverage.

TRUTH: Our fall products are designed with debris in mind and will be just as effective with or without leaf coverage.

MYTH: Any leaf coverage, no matter how minimal, will smother newly applied seed.

TRUTH: Some leaf coverage is okay for newly seeded areas. Light raking is okay if the coverage is excessive.

MYTH: I should hold off on my cleanup until spring, once all the leaves have fallen and the snow has melted away.

TRUTH: We recommend at least one cleanup before wintertime. However, a weekly cleanup is best.

Still have unanswered questions? Give us a call or check out our website for more info!

Meet the Management Team

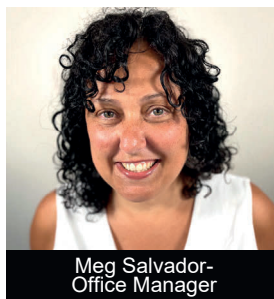
With some new additions over the past couple of years, we wanted to re-introduce you to our fearless leaders!



Tom Norton—
President

They say it starts at the top, and Tom is no exception! His incredible leadership and business-savvy attitude have pushed Lawn Doctor to grow year after year.

Fun Fact: Tom lived in Madrid, Spain for 5 years and speaks Spanish fluently.



Meg Salvador—
Office Manager

Wearing multiple different hats on a daily basis, Meg has a hand in party-planning, Finance, Human Resources, Customer Service, and a little bit of everything else in between! She is truly the glue that holds the office together.

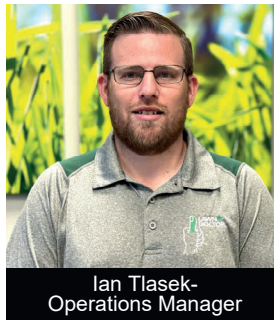
Fun Fact: Meg used to run a horseback riding stable.



Andy Canniff—
General Manager

A member of Lawn Doctor since 2002, it's pretty easy to say things would be tough without Andy around. He oversees every aspect of the company and provides the knowledge and experience to keep every department running smoothly.

Fun Fact: Andy is an exceptional juggler.



Ian Tlasek—
Operations Manager

They don't call him Professor Pesticide for no reason! Ian is our in-house agronomist, the brain behind our service program, all our technician's training, and so much more. Our Service Department benefits from his continued knowledge every day!

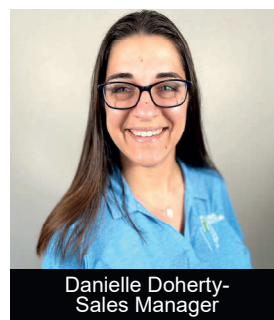
Fun Fact: Ian is insanely good at ping pong and badminton.



Amanda Pereira—
Marketing Manager

Using her extensive background in Marketing and Public Communications, Amanda secured LD's first exclusive Marketing position and has grown the role remarkably. Amanda is the driving force behind all LD's emails, letters, and advertisements.

Fun Fact: Although her time at work is mostly spent at her desk, Amanda has her MA Pesticide Applicator's License!



Danielle Doherty—
Sales Manager

Coming into her fifth year with the company and seventh year in lawn care in 2022, Danielle has an immense amount of industry knowledge. These days, she uses it to lead the Sales Team, and even assisted in driving LD to a total of 10,000 customers last year!

Fun Fact: Danielle loves to travel. She has been to multiple foreign countries and 21 states!

What's New With LD?

Engagements, Weddings, and Babies... Oh My!

We've had so many employees with major life events this year, it's hard to keep track of them all! So far, we've had 2 engagements, 2 weddings, 2 babies, and many other big life changes! It's definitely a year of family for the LD team.

We're Expanding!

We're growing more than just grass, we're growing our service area too! We are now officially servicing North Attleboro, Attleboro, Norton, Mansfield, Lakeville, and Middleborough. If you or someone you know has property in these areas, be sure to utilize your favorite local lawn care company (and don't forget about that referral program!)

LD Weekly Bulletin

We have a new form of interoffice communication that we couldn't be more excited about, the LD Weekly Bulletin! Every week, all of our department heads put together the most informative facts, data, and instruction for the whole company. We send it to every single employee in an email, which has increased our overall communication ten-fold! It can get pretty disconnected with more than half of our employees out on the road every day, but this certainly helps us feel closer together!

