



GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 2 No. 2 Summer 2021

Ian's Turf Talk: Common Causes of Brown Lawns



Ian Tlasek is LD's Operations Manager and our all-knowing grass master. He has put together a list of common summer issues that can cause browning in a lawn.

1. Drought Stress

Drought stress happens when a plant goes without water for longer than it should. It can even happen if it's just not being watered enough. Summer watering should be done early in the morning, for long periods of time but infrequently. In towns with water bans, drought stress is nearly inevitable.



This lawn went without water last summer

2. Heat/Sun Stress

In extreme temperatures or excessive sunlight, water won't be enough to keep a lawn green. Try growing out your lawn longer than usual so that the long blades can create shade for themselves. If you have a septic tank or concrete somewhere



Heat stress worsened by tire tracks

under your lawn, those parts of the grass will brown easier than the rest. With extra foot traffic or pressure, this browning can be exacerbated.

3. Fungus

There are many types of fungus that arise in the New England summer. Most of them come to be in extra moist, warm environments. Use a rain gauge to make sure you're not overwatering your lawn. And make sure to water early in the morning to avoid keeping excess water on the lawn's surface over night.



Red thread is a reddish brown fungus

4. Insects

Arguably, the worst part of summer, and a huge threat to lawns. Insects like chinch bugs and sod webworm feed on grass blades, suck out all of the juices and nutrients and cause severe browning and lasting damage. These are nearly impossible to prevent, but can be managed with summer insect control.



Dollar Spot fungus starts off as small dots



Lawn infested by chinch bugs



Lawns are looking good and the competition is fierce! Send photos of your beautiful Lawn Doctor lawn to lawns@lawndoctorma.com. You'll win bragging rights for a whole month and \$75 credit towards any Lawn Doctor service. We've had winners in West Bridgewater Kingston so far but there's still plenty of time left to enter for next month!

A Family Business

We pride ourselves on being a local, family-owned and family-run business. It's not just the founding family that makes us a company of kinsfolk! We have several pairs and even a trio of familial connections within our ranks that contribute to the business!



Ian Tlasek (Middle) is our Operations Manager. His Father, Bob (Left) has worked with LD for over 20 years and his cousin John (right) was promoted to Shop Manager last winter!



Amanda is our Marketing Communications Coordinator and her brother Thiago is quickly becoming one of our top technicians!



Jim and Tom Norton are an unbeatable father and son team of owners who are responsible for such an awesome company.



Taylor and Scott Lambrinos are our favorite Father/Daughter duo! Taylor leads the Customer Service Team and Scott is a jack of all trades for the service department.



Alex and Rob McElman joined the LD Fam this spring. This pair of cousins is unstoppable when it comes to servicing lawns!

Mosquito Tips

Follow these quick mosquito tips to help keep them out of your yard this summer!

1. Remove all free-standing water from your property. Wheelbarrows, buckets, gutters, and much more can all collect water and become a mosquito breeding ground.
2. Keep your lawn mowed and shrubbery trimmed. Mosquitos lay dormant away from direct sunlight and wind. They tend to hide in trees or tall grass.
3. Order a yard mosquito control service. Home remedies are great for lessening mosquito activity, but a professional, state-licensed product application is best.



What's New With LD?

Weekly Videos

Since COVID, we've been trying to streamline our communication as a team. With social distancing, we were unable to hold our regular, company meetings in our conference room. So we became vloggers— kind of. Every Monday, our managers video record themselves sharing all the helpful info that our team members love to hear: department stats, updates, lawn tips and more!



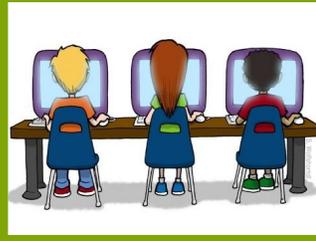
LD Wall

Ever since our emphasis on company culture, we've been keeping track of every value we hold dear as company and as individuals. Now, these values are proudly displayed in our lobby where employees and visitors can see them every day!



Remote Pesticide Exams

COVID brought a lot of hardships. But it also taught the world to adapt and expand technologically. One improvement that has affected Lawn Doctor is that Massachusetts Department Of Agricultural Resources Pesticide Exams are now taken virtually! Our technicians who train and study hard for this exam can now take it whenever they feel ready from the comfort of our office!



Summer Do's and Don'ts

When it comes to lawn care, there is a lot of conflicting advice about what to do. We're here to set the record straight and give your lawn the best chance possible at staying green during the long, hot summer!

Do Mow Regularly



This prevents you from having to cut off more than 1/3 of the grass blade off at a time, which is damaging.

Do Order Grub Preventative



Grubs can be devastating to a lawn and must be prevented in summer before they reach the larva stage.

Do Water Infrequently



Watering less often but for longer periods of time ensures a nice, deep drench that promotes deeper roots.

Don't Mow Too Short



Do not mow shorter than 3 inches. Grass needs to create shade for itself to keep the soil temperature low.

Don't Apply Additional Products



Lawn Doctor products are applied strategically and any additional products may cause damage to the lawn.

Don't Water At Night



Watering at night means excess water will sit on the grass surface for too long and will promote fungal growth.



LAWN DOCTOR®

P.O. Box 1182
Hanover, MA 02339
(781) 826-2920

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



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\$50 Referral Credit

As a trusted, family-owned lawn care company,

Lawn Doctor wants to help your family and friends as well!

New customers get a FREE Grub Proofing Application and you get a \$50 credit on your account for every friend or neighbor that you refer!

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\$25 OFF any new Yard Armour Program Order. Protect your family for dangerous ticks and mosquitoes this summer with Yard Armour!

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Contact Us

P.O. Box 1182 Hanover MA 02339 (781) 826-2920 info@lawndoctor.com www.lawndoctor.com